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See Page 21

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# Advertising Age

Crain's International Newspaper of Marketing.

## Last Minute News

### AmEx review winding down?

NEW YORK—American Express narrowed the review for its $20 million Gold Card account to incumbent McCann-Erickson and Wunderman Worldwide, and possibly one other contender: Ammirati & Puris; Chiat/Day; Hill, Holliday, Connors, Cosmopulos; or Hal Riney & Partners, sources said. AmEx said no decision has been made.

### Pan Am closes in on shuttle shop

NEW YORK—Pan Am's review for its $10 million shuttle account has been pared to Grey Advertising and Lord, Geller, Federico, Einstein. Presentations for the $55 million main account were made last week by D'Arcy Masius Benton & Bowles; Della Femina, McNamee/WCRS; and Ogilvy & Mather. Wells, Rich, Greene, which had handled the entire account, chose not to participate in the review.

### Pillsbury loses 'poison pill'

MINNEAPOLIS—Pillsbury Co.'s "poison pill" takeover defense was invalidated Dec. 16 by a Delaware Chancery Court judge, clearing the way for Grand Metropolitan's $5.49 billion acquisition of the company. Also, the Delaware court and a U.S. District Court in Hennepin County, Minn., ruled in favor of dissident Pillsbury shareholders' move to keep Pillsbury from spinning off Burger King (AA, Nov. 14). Ian Martin, chief executive for Grand Met's

*(Continued on Page 8)*

# Miller to bench longtime theme

By IRA TEINOWITZ

Miller Brewing Co. will phase out the use of ex-athletes and sports-related celebrities for its top-selling Miller Lite beer, curtailing its longtime "Tastes great, less filling" slogan.

Next March, Miller will break a totally new campaign for Lite that repositions the brew as the only light beer that's not a "watered-down version" of a regular beer.

The new creative features the "Lite Brigade," a quintet of oddball characters, as pitchmen for Miller Lite.

Miller wholesalers say they've been told the new campaign, sharing little more than tongue-in-cheek humor with the current effort, will be the mainstay of Lite's $75 million media advertising program by the end of next year.

Miller also is expected to retain secondary campaigns like the young-adult-oriented, late-night TV effort that made its debut recently (AA, Dec. 12) and may still use the 15-year-old "Tastes great, less filling" slogan (minus the retired athletes) in a small portion of spots.

The new creative work from Backer Spielvogel Bates, New York, may have been what convinced Miller to keep the agency on Lite this fall after a review with other Miller agencies (AA, Sept. 26).

The Lite Brigade commercials, obtained by ADVERTISING AGE, feature five humorous characters but also a somewhat harder sell than the "Tastes great, less filling" campaign.

The characters are: Dude, "a surfer so mellow he surfs on swimming pools"; Mongo, "the toughest psychic in the

**Martino leaves Miller after sentencing—P. 8**

world"; Coyote, "smart as a whip and almost as fast"; Johnny Tornado, "who broke more men's fists with his face than anyone alive"; and Linnell, "the renegade furnace repairman helping people in need."

The voice-over states, "No one knows where they came from, but they came just in time," in a 60-second spot introducing the campaign.

Other spots feature the five in comic situations—sometimes together, sometimes individually.

In a sharp break from past Lite advertising, the campaign takes clear aim at other light beers. Others are "watered-down versions" of regular beers, while Lite is the only light beer "brewed from the ground up."

Lite, the No. 2 beer in U.S. sales and by far the best-selling light with a 42% segment share, has seen Anheuser-Busch's Bud Light and Adolph Coors Co.'s Coors Light make inroads in the field it pioneered.

In one spot, the Lite Brigade enters a lounge with a neon sign saying "Watered Down Bar & Grill," where a bartender tells them he has watered-down versions of a steak, a lounge singer and a regular beer. So the brigade gladly provides Miller Lite beer.

In another spot, a camper at a survival camp calls Mongo to ask for a beer that isn't watered down, and the brigade comes to the rescue. As part of the commercial, the group hacks its way through a "jungle." "Not even furious ferns could keep the Lite Brigade from saving the day," says the announcer, in an apparent slap at fern bars.

All the commercials end with the tag "Join the Lite Brigade."

Miller said it remains committed to the current campaign, but declined to say whether the "Lite Brigade" campaign will become the primary creative focus.

"You will continue to see the classic Miller Lite advertising campaign," said a Miller spokesman.

"We have produced some commercial executions titled the 'Lite Brigade' that are markedly different from our classic, all-star advertising. For competitive reasons, we cannot say whether or when these spots will be aired."

The longtime "Tastes great, less filling" theme helped

*(Continued on Page 45)*

**Miller mounts the "Lite Brigade" to halt light beers that are watered-down regular brews. One spot takes the brigade to the Watered Down Bar & Grill.**

# Coke plans 3-D look at Super Bowl

By PATRICIA WINTERS

An odd scrimmage is shaping up between Coca-Cola USA and Pepsi-Cola Co. during NBC-TV's telecast of Super Bowl XXIII.

Coca-Cola USA will announce today that Diet Coke is teaming up with NBC Sports and the National Football League to sponsor an unprecedented 3-D program segment during the Jan. 22 game's halftime extravaganza, a source said.

The halftime segment will use Nuoptix 3-D technology, which doesn't blur the screen for viewers who aren't wearing special 3-D glasses.

The marketer had planned to use the 3-D technology ear-

**Coca-Cola Co. unveils 1989 advertising plans—P. 44**

lier this year during a segment on NBC's "Moonlighting." But the commercial for Coca-Cola Classic was canceled because the Writers Guild of America strike delayed programming.

Not to be sacked by its chief rival, Pepsi-Cola Co. is negotiating to sponsor a talent show using NFL players during NBC's two-hour pregame Super Bowl show, sources said.

Pepsi and NBC will coordinate a "talent search" among active NFL players, which will result in a contest pitting six players during a "shoot-out" just before the game's telecast.

But it's not athletic prowess that will be tested in the pregame show: The players will be asked to demonstrate musical or other talents.

Said one executive close to the deal, "This will not be the 'Gong Show.' If someone comes out in a red dress and sings in a falsetto voice, he won't go on. That might be funny

*(Continued on Page 44)*

# Koop lashes admen at alcohol workshop

By STEVEN W. COLFORD

WASHINGTON—U.S. Surgeon General C. Everett Koop threw gas on a smoldering fire last Friday when he attacked by name three ad and broadcast industry executives who boycotted his workshop on drunken driving.

During that workshop, Dr. Koop accepted a set of anti-alcoholic beverage ad recommendations that drew fierce industry reaction. Then, in a surprising close, Dr. Koop accused the heads of three industry groups of trying to undermine the two-day gathering in which 10 panels put forth the proposals aimed at the heart of beer and wine advertising.

Before an audience estimated at 300 to 400 people, the surgeon general blasted Association of National Advertisers President DeWitt Helm Jr.; American Association of Advertising Agencies incoming President John O'Toole; and National Association of Broadcasters President Eddie Fritts.

Dr. Koop's outburst almost detracted from the severity of the recommendations by the workshop's advertising/promotion panel.

The panel's recommendations included:

- Eliminating most tax deductibility of advertising for alcoholic beverages.
- Banning sponsorships of sporting events by alcohol marketers.
- Ending the use of celebrity endorsers who might appeal to youth.
- Having equal amounts of alcoholic-beverage ads and counter messages.
- Ending advertising and promotion of alcoholic beverages on college campuses.
- Inserting health warnings in alcohol ads.
- Developing a public service campaign aimed at alcohol abuse.
- Shifting federal jurisdiction over alcohol and its marketing to the Food & Drug Administration from the Bureau of Alcohol, Tobacco & Firearms.

C. Koop

What sway the recommendations might carry with Congress, federal regulatory agencies or state governments remains questionable since the surgeon general has no policy-making authority.

Based on precedent from 10 previous surgeon general's workshops, virtually all recommendations by individual panels come to represent the official position of the surgeon general's office, a Koop spokesman said.

The outburst by Dr. Koop stemmed from the complaints of the three associations over the advertising/marketing panel's composition.

At least eight of the panel's 12 members were known to favor restricting alcohol advertising and the NAB cited that imbalance when it declined an invitation to join the panel. The ANA and Four A's declined subsequent invitations for the same reason.

"I'd hardly call it a parochial group," Dr. Koop said. He accused the three groups of trying to force

(Continued on Page 45)

# CBS sparks debate with baseball bid

By VERNE GAY

NEW YORK—CBS' landmark $1.1 billion deal with Major League Baseball is stirring debate among advertisers about whether the deal will mean dramatically higher advertising prices.

The contract gives CBS total network TV exclusivity for baseball over four seasons starting in 1990.

Exclusivity, however, doesn't necessarily guarantee profits.

L. Tisch

Sources said NBC and ABC executives were "baffled" by CBS' huge bid, claiming both networks came in roughly $400 million under CBS.

Even Laurence Tisch, CBS ceo, stopped short of calling the deal "profitable" at a news conference last week. Instead, he called it "a risk but a kind of risk we like to take."

Profits might not be what the troubled CBS network is seeking from the deal, at least in the short term. Two weeks ago, CBS experienced one of the worst fall prime-time weekly average ratings in its history, a 10.7.

By securing the World Series and league championship games, CBS can virtually guarantee affiliates and advertisers that it will be a competitive prime-time force for at least the first half of the 1990s.

CBS also could become the first network in history to have the rights to so many other major sporting events. Currently, it has broadcast rights for football, basketball, baseball, golf and tennis.

Still, the huge, $1.1 billion price tag is worrisome to some leading advertisers.

Joe Cronin, vice chairman of Saatchi & Saatchi DFS, Torrance, Calif., the agency for Toyota Motor Sales USA, called it "a little disturbing," adding that he expects the network to pass its costs on to sponsors.

Still, he said, it's not easy for an advertiser to pass up the World Series. "It's hard to look at it and not be interested," he said. "If I was at CBS, I'd be pretty happy. As a single thing to buy, you can't beat baseball and the World Series."

Dave Martin, VP-corporate media director, Stroh Brewery Co., said, "When you spend $1 billion, you've got to recoup it.

"I'd imagine that in the planning

(Continued on Page 45)

# Highlights

## NEWS


**6 Pat Sajak takes on Carson**
CBS is supporting "The Pat Sajak Show," which it's pitting against the "Tonight Show," with a low-key but hard-driving promotion.

**14 Ward's rolls with low prices**
Bernard Brennan helps Ward's take a small step closer to Sears with a new low-price strategy.

**18 NAD challenges HSN price claims**
Home Shopping Network's price claims have been challenged for the first time by the Better Business Bureaus' National Advertising Division.

**19 Brand managers becoming extinct**
Traditional brand management is dying due to decreasing consumer brand loyalty and increasing retailer clout, a Kraft executive says.

**36 'Addygate' results in apathy**
Local agencies are ambivalent about entering the Milwaukee Addy Awards, despite new rules.

**41 Retailers keep high hopes**
Retailers prepare for a last-minute holiday buying rush, which will make or break December sales.


## INTERNATIONAL


**20 Shopping for gift-giving trends**
Retailers around the world are taking their cues from the U.S. to encourage customers to step up holiday gift-giving.

AD REVIEW: Miller Lite loses its great taste. P. 46.

## Departments


| | |
|---|---|
| Brady | 31 |
| Brady's Bunch | 12 |
| Classifieds | 37 |
| Consumer Linage | 40 |
| Editorials | 16 |
| For the Record | 41 |
| Forum | 17 |
| Letters | 17 |
| MediaWorks | 35 |
| People | 42 |
| PeopleWorks | 42 |
| Photo Review | 34 |
| Slices | 31 |


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# Fast-food menu: more discounts

By SCOTT HUME

The fast-food restaurant industry is preparing to meet a tough year ahead with a generous serving of coupons and discounts.

Inflation-adjusted sales growth of 2.5% in 1989 was predicted by Technomic Consultants in its annual survey for the International Foodservice Manufacturers Association. That compares with a 3.5% advance this year and 1987's 4% real growth. The association projected this year's sales at $61.7 million.

> *"We expect the first quarter to be very, very tough, with heavy and deep discounting by all, including the major chains."*

The first quarter always is the industry's slowest time, with sales 10% to 15% below the year's average. But rather than hibernate, fast-food marketers plan to battle the winter sales doldrums.

Wendy's International on Jan. 2 will set the marketing tone with a national direct-mail distribution of a couponed pop-up themed to the chain's 20th birthday.

The insert includes coupons for hamburgers, baked potatoes and Wendy's SuperBar buffet and carries the chain's newly modified ad theme, "The best burgers in the business . . . and a whole lot more."

Impact, Chicago, does Wendy's promotions; Backer Spielvogel Bates, New York, handles advertising.

This will be the first time a 3-D mail insert has been used by a restaurant chain, said Wendy's VP-Corporate Communications Dennis Lynch.

Operator co-ops are handling the 11 million-plus mailing on a market-by-market basis, but Mr. Lynch said ADVO-System, Hartford, Conn., will be a primary handler.

Because of the expense for the 3-D pop-up, franchisee sources said, the Wendy's National Advertising Program, which oversees marketing, will give each participating store $150 to subsidize the mailing (up to a maximum national subsidy of $600,000).

"The competition in the first quarter is going to be intense, and we won't be sitting on the sidelines," Mr. Lynch said. "We'll discount, but we'll be selective in our discounting. It won't be our major focus."

Franchise sources also said Wendy's will air a network TV "video coupon" during the first two weeks of February. The spot will offer Wendy's Single hamburger for 99¢ (vs. an average $1.49).

That's the sort of deeply discounted offer other chains expect to face next year. If the others follow the No. 4 fast-food chain's lead, it could lead to a reversal of the industry's move away from discounting.

During the second half of 1988, 13.7% of fast-food transactions have

(Continued on Page 45)

# GLOBAL MARKETING and MEDIA

**Top 50 marketers expend a hefty $9.57 billion outside the U.S. in 1987 as 8 companies join elite list; global periodicals a big benefactor as average CPM growth hits 5.6% per publication**

GLOBAL MEDIA

## International print builds rates, reach

By R. CRAIG ENDICOTT

Marketers saw their advertising consumed by a wider international audience in 1988 over the prior year, but paid more to deliver that message, according to the fourth annual Global Marketing & Media survey prepared by ADVERTISING AGE.

Composite circulation for the international newspapers and periodicals monitored in this survey grew 2.1% in 1988 to 56.8 million subscribers, which averaged out to a 2.5% growth for the 15 publications analyzed on a year-to-year basis.

Advertising costs for a b&w page, one-time insertion, however, grew an average 7.6%, helping dictate an average cost-per-thousand growth of 5.6% per publication. Ad costs will continue to rise in 1989. A spot check of the publishers indicated the average hike will be 6%.

Only three of the publications—*National Geographic*, *WorldPaper* and *Fortune*—reported year-to-year declines in circulation, although each compensated for the decline with increased ad costs.

The Atlantic region, encompassing Europe, the Middle East and Africa, grew 4.5% in circulation to a composite 9.7 million to claim the largest percentage increase among the five regions monitored. By sheer numbers, North America dominated circulation with a composite 42.2 million, up 1.8% from the prior year.

Latin America/West Indies circulation grew to 1.7 million, a modest 1.6% increase, while Asia/Pacific slipped to 3.1 million, down 1% from 1987.

The dailies category was most favorable for publishers. All publications registered increases in circulation, ad rates and CPM (per b&w page). Among the dailies, *USA Today* gained the most circulation, up 6.9%. Its 8.3% b&w ad rate increase gave it a modest global CPM growth of 4.5%. The *Financial Times* proved most costly to advertisers on average. Its ad rates grew 16.6% and CPM 14.8%, while circulation registered a modest 2.5% growth.

From the advertiser's point of view, the weeklies category proved the overall good buy, because two of the five publications had lower b&w ad rates from the prior year and three offered lower CPMs, while each weekly showed circulation increases.

Among the weeklies, *Newsweek* and the *Guardian Weekly* lowered their rates 0.2% and 1.7%, respectively, which translated into 3.5% and 2.7% declines in CPMs when folding in narrow circulation gains for both. *Business Week* hiked its b&w ad rate 1.9%. When combined with a 3.5% growth in circulation, *BW's* global CPM fell 2.3%. The weeklies' reached 11.3 million subscribers.

Monthlies continue to reach the widest global customer base by far. As a group they claimed 1988 circulation of 41.2 million, up 1.8%. *Reader's Digest* alone accounted for 69% of the total circulation of monthlies, a category that became increasingly expensive during the year. *RD* was typical of the group, registering a 9.9% increase in b&w page rate, which when combined with a 2.8% growth in circulation, elevated its global CPM 6.9%. Only *Scientific American* ran counter to the group mentality by maintaining its b&w rate from the previous year that produced a 1.2% decline in global CPM when combined with a 1.3% gain in circulation.

Among the publications that provided a complete report on year-to-year movement in ad revenues, rates and pages *(See chart on Page 27)*, all but *Time* had greater increases in ad rates than in ad pages when the publication recorded a growth in ad revenues. *Time* charted an 8% ad page growth for the fiscal year ended June 1988 from the comparable prior-year period, while boosting advertising rates only 3.4%. This is likely to continue at *Time* in 1989, because the magazine is cutting ad rates for its huge U.S. edition. *Scientific American* ad revenues declined during the period as its percentage increase in ad rates dipped even below its percentage growth in ad pages.

Advertising in global media continues to be the province of major consumer ad categories, particularly airlines, financial services, communications, automobiles and tobacco. Only the more industrial aircraft industry broke into the ranks of this consumer-dominated ad domain.

Among the top five advertisers supplied by each publication, airlines drew 15 mentions with Lufthansa leading the pack with four mentions. However, AT&T's six mentions led all advertisers, followed by IBM with five and

*(Continued on Page 27)*

GLOBAL MARKETERS

## Unilever top spender outside U.S.

By NANCY GIGES

The Anglo-Dutch conglomerate Unilever retained its No. 1 ranking as the top advertiser in ADVERTISING AGE's second ranking of the top 50 leading advertisers in spending outside the U.S.

Unilever invested $731.7 million in 1987 in non-U.S. ad spending.

Unilever is followed by Cincinnati-based Procter & Gamble Co.; Nestle S.A., Vevey, Switzerland; Nissan Motor Corp., Tokyo; and Kao Corp., Tokyo.

Eight companies joined the list. They are Nippon Telegraph & Telephone, Tokyo; Asahi Breweries, Tokyo; Sapporo Breweries, Tokyo; Takeda Chemical Industries, Osaka; Citroen S.A., Paris; Mitsubishi Motors Corp., Tokyo; McDonald's Corp., Oak Brook, Ill., and Marui Co., Tokyo.

They replaced Siemens, Munich, West Germany; Peugeot, Paris; Suzuki Motor Corp., Hamanagun, Japan; Cadbury Schweppes, London; House Food Ind. Co., Osaka, Japan; Hanson Trust PLC, London; Barilla Pasta, Parma, Italy, and Rowntree Mackintosh, York, U.K.

When U.S. spending is included, P&G grabs the No. 1 spot due to the company's heavy investment in advertising in the U.S.

Procter & Gamble's total worldwide spending is estimated at $2.11 billion, with $724.0 million coming from outside the U.S. Unilever's total worldwide expenditures are estimated at $1.31 billion, putting it in the No. 3 spot worldwide.

On a worldwide basis, Philip Morris Cos. pulled up to the No. 2 spot, also because of its hefty U.S. spending. When U.S. spending is excluded, Philip Morris falls to No. 22.

Worldwide, Unilever is trailed by General Motors as No. 4, which ranked No. 13 in non-U.S. spending, and Ford Motor Co. as No. 5, which ranked No. 9 in non-U.S. ad spending.

The top 50 in non-U.S. spending invested $9.57 billion outside the U.S. in 1987. This compares with $7.3 billion in 1986. These companies spent $19.43 billion, up from $15.1 billion in 1986.

The non-U.S. annual growth of 31% is a factor of more comprehensive reporting in 1987 over the prior year, exchange-rate fluctuations as well as growth in advertising in "real" terms.

The dollar declined an average 8% against the currencies of 10 major advertising countries, which inflates the current-year totals.

Likewise, advertiser lists supplied by the various countries ran much deeper than 1986. For example, the Unilever spending totals came from 25 countries in 1987, compared with 11 in 1986. However, of those same 11 in 1987, Unilever spending advanced 35.7% to indicate considerable "real" growth globally. Same-country comparisons for others in the top 50 chart showed similar increases. Of the top 50, 29 are based in Japan, 10 in the U.S., three in the Netherlands, and two each in France, Italy and West Germany, and one each in Switzerland and the U.K.

Among industry categories, automotive marketers led the field with 11 entries, accounting for $2.26 billion in 1987 ad spending. Eight food marketers contributed $1.6 billion; six soap and detergent marketers contributed $2.41 billion; seven electronics marketers, $1.12 billion; six retailers, $692 million; four beer companies, $539 million.

Information for ADVERTISING AGE's ranking of the top 50 spenders in non-U.S. advertising was compiled from data supplied on 43 major advertiser countries by AA's international network and sources around the world *(See "How to read this ranking" on Page 27)*.

Lists obtained from each country ran up to 100 advertisers long, the length depending on the availability of the data and its reliability. Also, some listings ranked brands rather than advertisers. These brand totals were folded into their respective parents.

The 50 advertisers ranked in this issue undoubtedly advertised in more countries than credited in this report given the varied length of the lists obtained from various countries.

However, AA did obtain lengthy lists from countries that dominate worldwide advertising expenditures.

Unilever made the top 10 lists in 20 countries. In nine —Austria, the U.K., Greece, Indonesia, the Netherlands, Portugal, South Africa, Thailand and West Germany— the company ranked No. 1; in Australia, Brazil and

*(Continued on Page 30)*

# Advertising Age's global media lineup

| | Title/ publisher/ headquarters | Paid North American circulation/ (% chg '87-'88) | Paid foreign circulation by region (% chg '87-'88) | Worldwide circulation/ (% chg '87-'88) | B&W pg cost/ (% chg '87-'88)/ 4/C pg cost in 1988 | Global CPM for B&W pg in 1988/ (% chg '87-'88) | Top worldwide advertisers in 1988 |
|---|---|---|---|---|---|---|---|
| DAILIES | ***Financial Times of London***<br>Financial Times Ltd.<br>London | 18,733<br>(+12.3) | Europe: 260,591 (+0.9)<br>Mid. East/Africa: 3,378 (+0)<br>Asia/Pacific: 3,792 (+4.3)<br>Latin America: 280 (−5.1) | 286,774[1]<br>(+2.5) | $34,496<br>(+16.6)<br>$50,925 (4c) | $120.29<br>(+14.8) | British Airways<br>Chase Manhattan<br>Ernst & Whinney<br>Daimler-Benz AG<br>Vauxhall |
| DAILIES | ***International Herald Tribune***<br>New York Times & Washington Post<br>Neuilly, France | 3,930<br>(+17.4) | Europe: 132,616 (+3.4)[2]<br>Mid. East/Africa: 8,636 (−0.5)[2]<br>Asia/Pacific: 29,435 (+7.9)[2]<br>Latin America: 2,317 (+72.1)[2] | 176,940[3]<br>(+4.8) | 37,524<br>(+5.4)<br>76,800 (4c) | 212.17<br>(+0.5) | AT&T Co.<br>Republic National Bank<br>Trade Development Bank<br>Lufthansa Airlines<br>Air France |
| DAILIES | ***USA Today***<br>Gannett Co.<br>Arlington, Va. | 1,650,000<br>(+6.5) | Europe: 34,023 (+28.6)<br>Asia/Pacific: 12,013 (+18.6) | 1,696,096<br>(+6.9) | 45,059<br>(+8.3)<br>59,644 (4c) | 26.57<br>(+4.5) | AT&T Co.<br>AMR Corp.<br>American Express Co.<br>British Airways<br>DHL Corp. |
| DAILIES | ***Wall Street Journal***<br>Dow Jones & Co.<br>New York | 2,025,178[4]<br>(−0.1) | Europe: 43,141 (+11.7)<br>Asia/Pacific: 35,596 (+6.2) | 2,103,915<br>(+0.2) | 109,277<br>(+6.5)<br>4c NA | 51.94<br>(+6.2) | American Express Co.[5]<br>Merrill Lynch<br>IBM Corp.<br>Fidelity Management<br>General Motors Corp. |
| WEEKLIES | ***Business Week***<br>McGraw Hill<br>New York | 892,168<br>(+4.7) | Europe: 41,594 (−20.2)<br>Mid. East/Africa: 6,430 (NA)<br>Asia/Pacific: 23,027 (−9.1)<br>Latin America: 19,613 (+20.7) | 982,832<br>(+3.5) | 38,965<br>(+1.9)<br>59,230 (4c) | 39.65<br>(−2.3) | AT&T Co.[4]<br>IBM Corp.<br>Honeywell Inc.<br>General Motors Corp.<br>Siemens AG |
| WEEKLIES | ***The Economist***<br>The Economist Newspaper<br>London | 142,645<br>(+13.8) | Europe: 145,243 (+7.4)<br>Mid. East/Africa: 13,700 (−10.7)<br>Asia/Pacific: 38,171 (+19.4)<br>Latin America: 6,289 (+9.7) | 349,030<br>(+10.3) | 8,030<br>(+11.8)<br>25,600 (4c) | 23.06<br>(+1.4) | British Aerospace<br>British Airways<br>Singapore Airlines<br>Fujitsu Ltd.<br>Barclays Bank |
| WEEKLIES | ***Guardian Weekly***<br>Guardian Publications<br>Manchester, England | 25,581<br>(+2.1) | Europe: 18,056 (−1.4)<br>Mid. East/Africa: 5,780 (+1.4)<br>Asia/Pacific: 13,773 (+2.5)<br>Latin America: 1,428 (+1.5)<br>West Indies: 442 (−8.9) | 65,060<br>(+1.1) | 2,697[6]<br>(−1.7)<br>4c NA | 41.45<br>(−2.7) | Abbey National<br>Standard Chartered Bank<br>Halifax<br>Hill Samuel<br>Natl. Westminster Bank |
| WEEKLIES | ***Newsweek***<br>Newsweek Ltd.<br>New York | 3,315,369<br>(+4.2) | Atlantic: 301,920 (−1.4)<br>Asia: 207,757 (+3.3)<br>Latin America: 54,214 (−1.8)<br>Australia: 120,000 (−0.8)[7] | 3,999,259<br>(+3.5) | 91,365<br>(−0.2)<br>149,140 (4c) | 22.85<br>(−3.5) | Rothmans International<br>Rolex<br>IBM Corp.<br>Philip Morris Cos.<br>KLM |
| WEEKLIES | ***Time***<br>Time Inc.<br>New York | 5,093,842<br>(+1.2) | Atlantic: 515,548 (−2.2)<br>Asia/Pacific: 250,885 (+6.5)<br>Latin America: 88,738 (−8.9) | 5,949,013<br>(+1.0) | 135,605<br>(+3.4)<br>212,170 (4c) | 22.80<br>(+2.4) | Rothmans International<br>IBM Corp.<br>Singapore Airlines<br>Philip Morris Corp.<br>KLM |
| MONTHLIES | ***Elle***<br>Hachette<br>Paris | 527,284<br>(NA) | Europe: 1,366,954 (NA)<br>Asia/Pacific: 530,000 (NA)<br>Latin America: 260,000 (NA) | 2,874,238<br>(NA) | 94,979<br>(NA)<br>135,309 (4c) | 31.93<br>(NA) | Chanel Inc.<br>Elizabeth Arden<br>Lancome<br>Estee Lauder Inc.<br>Christian Dior |
| MONTHLIES | ***National Geographic***<br>National Geographic Society<br>Washington | 9,298,657<br>(−0.3) | Atlantic: 714,489 (+3.6)<br>Asia/Pacific: 353,619 (+1.0)<br>Latin America: 94,809 (+0.5) | 10,461,574<br>(−0.03) | 127,720<br>(+5.8)<br>168,590 (4c) | 12.21<br>(+5.8) | Canon Inc.[4]<br>Iberia<br>Lufthansa Airlines<br>Olympus<br>Rolex |
| MONTHLIES | ***Reader's Digest***<br>Reader's Digest Assn.<br>Pleasantville, N.Y. | 18,666,878<br>(+2.5) | Atlantic: 7,210,160 (+5.0)<br>Asia/Pacific: 1,638,332 (−1.3)<br>Latin America: 1,178,640 (+0.56) | 26,691,167<br>(+2.6) | 240,370<br>(+9.9)<br>321,780 (4c) | 8.41<br>(+6.9) | Franklin Mint<br>Philips NV<br>Nestle SA<br>Unilever N<br>Mazda Motor Corp. |
| MONTHLIES | ***Scientific American***<br>Scientific American Inc.<br>New York | 524,731<br>(−1.6) | Europe: 71,250 (+23.5)<br>Mid. East/Africa: 3,914 (+14.6)<br>Asia/Pacific: 21,673 (+7.7)<br>Latin America: 5,610 (+12.7) | 627,178<br>(+1.3) | 19,450<br>(+0.0)<br>28,600 (4c) | 30.01<br>(−1.2) | McDonnell Douglas Corp.<br>Hughes Aircraft<br>General Motors Science<br>AT&T Co.<br>Hitachi Ltd. |
| MONTHLIES | ***Sven***<br>South Publications<br>London | 6,228<br>(+1.0) | Europe: 11,866 (−1.0)<br>Mid. East/Africa: 29,041 (+9.8)<br>Asia/Pacific: 19,494 (+31.8)<br>Latin America: 13,086 (+5.7) | 79,288<br>(+3.0) | 5,077<br>(+33.0)<br>8,519 (4c) | 31.44<br>(+29.1) | Philips NV<br>Boeing Co.<br>Lufthansa Airlines<br>Mack Trucks<br>Siemens AG |
| MONTHLIES | ***WorldPaper***[8]<br>World Times<br>Boston | 24,000<br>(NA) | Mid. East/Africa: 69,500 (+0.0)<br>Asia/Pacific: 303,000 (−12.8)<br>Latin America: 240,000 (+0.4) | 636,500<br>(−3.0) | 31,110<br>(+13.0)<br>4c NA | 48.88<br>(+16.4) | AT&T Co.<br>IBM Corp.<br>Lufthansa Airlines<br>Holiday Inns<br>Park Ridge Corp. (Hertz) |
| OTHER | ***Fortune***<br>Time Inc.<br>New York | 680,887<br>(−1.6) | Europe: 1,295,[illegible] (−3.0)<br>Mid. East/Africa: 9,842 (+8.1)<br>Asia/Pacific: 84,907 (+7.3)<br>Latin America: 12,100 (+29.0) | 1,[illegible]<br>(−0.8) | 71,188<br>(+5.9)<br>42,700 (4c) | 40.81<br>(+6.8) | Ibm Corporate<br>Daewoo Group<br>Ricoh Co.<br>Lockheed Aircraft<br>Siemens AG |

Notes: [1] Jan. to June 1988; [2] Average daily circulation for April/May 1987, audited by OJD, Paris; [3] March 31, 1988 ABC figure; [4] All advertisers in category are for non-U.S. editions; [5] Full page b&w figure is converted to dollars using Nov. 1988 exchange rate of $1.796 equals £1. Also, 4/C indicates four color; [6] Australian edition of Newsweek bound into The Bulletin, a local business publication; [7] B&W page cost is a composite of all editions of Elle.; [8] Distributed as a newspaper supplement.
Source: AA survey.

# Unilever ranked No. 1 in non-U.S. advertising

| Rank | Advertiser | Headquarters | Primary business | Countries in which spending was reported | Non-U.S. spending ($000) | U.S. spending ($000) | W'wide spending ($000) | Non-U.S. as % of w'wide |
|---|---|---|---|---|---|---|---|---|
| 1 | **Unilever NV/PLC** | Rotterdam/London | Soaps | Argentina, Australia, Austria, Bahrain, Belgium, Brazil, Britain, Canada, France, Greece, Indonesia, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Portugal, Puerto Rico, Qatar, South Africa, Spain, Thailand, United Arab Emirates, West Germany | $731,667 | $580,700 | $1,312,377 | 55.75 |
| 2 | **Procter & Gamble Co.** | Cincinnati | Soaps | Austria, Belgium, Britain, Canada, Chile, France, Greece, Indonesia, Italy, Japan, Mexico, Netherlands, Philippines, Puerto Rico, Saudi Arabia, South Africa, Spain, United Arab Emirates, West Germany | 734,007 | 1,386,700 | 2,110,707 | 34.30 |
| 3 | **Nestle SA** | Vevey, Switzerland | Food | Argentina, Australia, Austria, Brazil, Britain, Canada, Chile, France, Greece, Hong Kong, Indonesia, Italy, Japan, Jordan, Mexico, Netherlands, New Zealand, Philippines, Portugal, Puerto Rico, South Africa, South Korea, Spain, Taiwan, Thailand, West Germany | 482,966 | 340,800 | 823,766 | 58.63 |
| 4 | **Nissan Motor Co.** | Tokyo | Automotive | Australia, Britain, Canada, Chile, Denmark, Hong Kong, Japan, Kuwait, Mexico, Netherlands, New Zealand, Norway, South Africa, Spain, Thailand, West Germany | 311,830 | 181,400 | 493,230 | 63.22 |
| 5 | **Kao Corp.** | Tokyo | Soaps | Hong Kong, Japan, Taiwan, Thailand | 292,771 | 62* | 292,833 | 99.98 |
| 6 | **Toyota Motor Corp.** | Toyota City, Japan | Automotive | Australia, Austria, Canada, Denmark, Hong Kong, Indonesia, Japan, Kuwait, Netherlands, New Zealand, Norway, Puerto Rico, South Africa, Spain, Switzerland, Thailand, United Arab Emirates, West Germany | 291,308 | 257,700 | 549,008 | 53.06 |
| 7 | **Colgate-Palmolive Co.** | New York | Soaps | Australia, Austria, France, Greece, Hong Kong, Italy, Malaysia, Mexico, Netherlands, New Zealand, Philippines, Portugal, Puerto Rico, Qatar, Saudi Arabia, South Africa, Spain, Thailand, United Arab Emirates, West Germany | 286,653 | 279,800 | 566,453 | 50.60 |
| 8 | **Mars Inc.** | McLean, Va. | Food | Australia, Austria, Belgium, Britain, Canada, France, Japan, Netherlands, Puerto Rico, Spain, Switzerland, Thailand, West Germany | 270,841 | 378,600 | 649,441 | 41.70 |
| 9 | **Ford Motor Co.** | Dearborn, Mich. | Automotive | Australia, Belgium, Brazil, Britain, Canada, Denmark, France, Mexico, Netherlands, New Zealand, Norway, South Africa, Spain, Sweden, Switzerland, Thailand, West Germany | 260,490 | 639,500 | 899,990 | 28.94 |
| 10 | **Fiat SpA** | Turin, Italy | Automotive | Britain, France, Italy, Netherlands, Spain, West Germany | 252,266 | 330* | 252,596 | 99.87 |
| 11 | **Renault SA** | Paris | Automotive | Argentina, Austria, Belgium, Britain, France, Italy, Netherlands, Portugal, Spain, Thailand | 248,881 | NA | 248,881 | 100 |
| 12 | **Matsushita Electric Ind. Co.** | Osaka, Japan | Electronics | Hong Kong, Japan, Malaysia, Taiwan, Thailand | 230,440 | 20,353* | 250,793 | 91.88 |
| 13 | **General Motors Corp.** | Detroit | Automotive | Austria, Belgium, Britain, Canada, Denmark, France, Mexico, Netherlands, Norway, Spain, Switzerland, Thailand, West Germany | 220,002 | 1,024,900 | 1,244,902 | 17.67 |
| 14 | **Coca-Cola Co.** | Atlanta | Food | Argentina, Australia, Austria, Brazil, Britain, Canada, Chile France, Hong Kong, Israel, Japan, Mexico, Netherlands, New Zealand, Philippines, South Africa, South Korea, Spain, Thailand, West Germany | 214,540 | 364,700 | 579,240 | 37.04 |
| 15 | **Henkel KGaA** | Duesseldorf | Soaps | Austria, Belgium, France, Italy, Netherlands, Spain, West Germany | 209,807 | NA | 209,807 | 100 |
| 16 | **Volkswagen AG** | Wolfsburg, West Germany | Automotive | Austria, Belgium, Brazil, Canada, France, Mexico, Norway, South Africa, Spain, Switzerland, West Germany | 200,725 | 167,300 | 368,025 | 54.54 |
| 17 | **NEC Corp.** | Tokyo | Electronics | Japan, Spain, Thailand, West Germany | 190,741 | 54,548 | 245,289 | 77.76 |
| 18 | **Suntory Ltd.** | Tokyo | Beer | Japan | 188,470 | 813* | 189,283 | 99.57 |
| 19 | **Mazda Motor Corp.** | Hiroshima | Automotive | Canada, Indonesia, Japan, Kuwait, South Africa, Thailand, West Germany | 183,517 | 151,900 | 335,417 | 54.71 |
| 20 | **Hitachi Ltd.** | Tokyo | Electronics | France, Hong Kong, Japan, Spain, Thailand | 172,480 | 7,863* | 180,343 | 95.64 |
| 21 | **Lion Corp.** | Tokyo | Soaps | Japan | 167,234 | NA | 167,234 | 100 |
| 22 | **Philip Morris Cos.** | New York | Food | Australia, Bahrain, Britain, Canada, Hong Kong, Indonesia, Japan, Kuwait, Malaysia, Netherlands, Saudi Arabia, South Korea, Spain, Switzerland, Thailand, West Germany | 159,676 | 1,557,800 | 1,717,476 | 9.30 |
| 23 | **Shiseido Co.** | Tokyo | Cosmetics | Japan, Thailand | 158,652 | 1,643* | 160,295 | 98.98 |
| 24 | **Toshiba Corp.** | Tokyo | Electronics | Hong Kong, Indonesia, Japan, Spain, Thailand | 148,802 | 14,858* | 163,660 | 90.91 |
| 25 | **Philips NV** | Eindhoven, The Netherlands | Electronics | Argentina, Austria, Brazil, Chile, France, Hong Kong, Italy, Mexico, Netherlands, Portugal, South Africa, Spain, Thailand, West Germany | 143,814 | 107,200 | 251,014 | 57.29 |
| 26 | **Daiei Inc.** | Kobe, Japan | Retail | Japan | 140,826 | NA | 140,826 | 100 |
| 27 | **C&A Brenninkmeyer** | Amsterdam | Retail | Brazil, Netherlands, West Germany | 139,671 | NA | 139,671 | 100 |
| 28 | **British Government** | London | Government | Britain | 138,884 | 8,700* | 147,584 | 94.10 |
| 29 | **Kellogg Co.** | Battle Creek, Mich. | Food | Australia, Austria, Britain, Canada, Mexico, Puerto Rico, South Africa, Spain, West Germany | 134,362 | 524,900 | 659,262 | 20.38 |
| 30 | **NTT Co.** | Tokyo | Telecommunications | Japan | 129,766 | NA | 129,766 | 100 |
| 31 | **Sony Corp.** | Tokyo | Electronics | France, Indonesia, Japan, Spain, Thailand, West Germany | 127,744 | 79,669 | 207,413 | 61.59 |
| 32 | **Asahi Breweries** | Tokyo | Beer | Japan | 126,624 | NA | 126,624 | 100 |
| 33 | **PepsiCo Inc.** | Purchase, N.Y. | Food | Argentina, Australia, Bahrain, Canada, Hong Kong, Indonesia, Japan, Jordan, Mexico, New Zealand, Philippines, Puerto Rico, Qatar, Saudi Arabia, Singapore, Venezuela | 126,600 | 704,000 | 830,600 | 15.24 |
| 34 | **Fuji Photo Film** | Tokyo | Photography | France, Hong Kong, Indonesia, Japan, Mexico, South Korea, Spain, Thailand, West Germany | 125,705 | 14,482* | 140,187 | 89.67 |
| 35 | **Kirin Breweries** | Tokyo | Beer | Japan | 123,094 | 52* | 123,146 | 99.96 |
| 36 | **Ajinomoto Co.** | Tokyo | Food | Japan, Thailand | 116,422 | NA | 116,422 | 100 |
| 37 | **Takashimaya Co.** | Osaka, Japan | Retail | Japan | 115,390 | NA | 115,390 | 100 |
| 38 | **Mitsukoshi Ltd.** | Tokyo | Retail | Japan | 112,255 | NA | 112,255 | 100 |
| 39 | **Sharp Corp.** | Osaka, Japan | Electronics | Indonesia, Japan, South Africa, Spain, Thailand | 108,471 | 9,451* | 117,922 | 91.99 |
| 40 | **Ferrero SpA** | Perugia, Italy | Candy | Italy, West Germany | 102,687 | 6,308 | 108,995 | 94.21 |
| 41 | **Sapporo Breweries** | Tokyo | Beer | Japan | 101,215 | NA | 101,215 | 100 |
| 42 | **Takeda Chemical Ind.** | Osaka, Japan | Chemicals | Japan | 99,741 | NA | 99,741 | 100 |
| 43 | **Fujitsu Ltd.** | Tokyo | Computers | Japan, Spain, Thailand | 99,367 | 1,986* | 101,353 | 98.04 |
| 44 | **Citroen SA** | Paris | Automotive | Belgium, France, Netherlands, Spain | 98,414 | NA | 98,414 | 100 |
| 45 | **Mitsubishi Motor Corp.** | Tokyo | Automotive | Australia, Hong Kong, Indonesia, Japan, Norway | 97,399 | 48,149 | 145,548 | 66.92 |
| 46 | **Honda Motor Co.** | Tokyo | Automotive | Canada, Hong Kong, Indonesia, Japan, Kuwait, Netherlands, New Zealand, Oman, Puerto Rico, Spain, Thailand | 95,390 | 245,400 | 340,790 | 27.99 |
| 47 | **Daimaru Inc.** | Osaka, Japan | Retail | Japan, Thailand | 93,715 | NA | 93,715 | 100 |
| 48 | **McDonald's Corp.** | Oak Brook, Ill. | Food | Australia, Britain, Canada, Hong Kong, Japan, Malaysia, Netherlands, New Zealand, Philippines, Singapore | 93,307 | 649,500 | 742,807 | 12.56 |
| 49 | **Marui Co.** | Tokyo | Retail | Japan | 90,128 | NA | 90,128 | 100 |
| 50 | **Nestle Saiko Co.** | Tokyo | Watches | Hong Kong, Japan, Thailand | 86,073 | 59,260 | 145,366 | 59.21 |

**Notes:** Advertising expenditures are in thousands of U.S. dollars. In many countries, ad spending figures are estimates and/or gross figures. For example, in Mexico, many advertisers receive a discount as high as 70%. In Italy, the discount can run between 40% and 60%. **Sources:** * indicates that U.S. spending figures include measured media only as reported by BAR/LNA Multi-Media reports. All other U.S. spending figures include estimated unmeasured expenditures, taken from AA's 100 Leading National Advertisers, Sept. 28, 1988 and Second 100 Leading National Advertisers, Nov. 21, 1988. Non-US ad spending includes only countries in the column headed "Countries in which spending was reported." See notes beneath top rankings beginning on Page 28 for sources and currency exchange rates. See also "How to read this ranking," Page 27.

# How to read this ranking

This special section is made up of two parts: ADVERTISING AGE's second annual ranking of the top 50 non-U.S. advertisers and AA's fourth annual Global Media lineup.

**Global marketers**

The advertiser ranking on Page 26 includes spending figures from 43 countries. AA correspondents compiled ad expenditures for global marketers. Depending on availability of reliable ad spending data, country lists ran from as many as 100 advertisers to only the top 10 spenders.

Reporting of local market spending in general ran much deeper than last year, making year-to-year comparisons difficult. In the main chart, the column titled "Countries in which spending was reported" illustrates the depth of coverage.

Research companies, media tracking services, marketing publications and ad agencies were various sources for the data. There is no standard procedure of monitoring ad spending worldwide, and as a result advertising data may be accumulated by brands, subsidiary or by parent. Licensing and co-op agreements further complicate data assemblage. Wherever possible, spending reported by brand or subsidiary was assigned to the parent, whose names were "Americanized" in this ranking.

Sources are listed beneath the tables titled "Top advertisers by country" beginning on Page 28. All figures are given in U.S. dollars. Source lines also include currency conversion rates for both 1987 and 1986, unless data was provided by research companies in U.S. dollars.

Some foreign ad expenditures are gross spending figures. Actual media rates may be discounted as much as 70% in some markets, but advertisers are attributed the rate card rates by local monitoring services. This process is accepted in Italy and Mexico, for example.

U.S. advertising expenditures given in the table on Page 26 are estimates and include magazine, newspaper, newspaper supplement, outdoor, network TV, spot TV, network radio and cable TV networks from BAR/LNA Multi-Media reports; spot radio from Radio Expenditure Reports; business publications from MMS-Rome Reports, farm publications from Agricultural Marketing Information Services (AGRICOM), and unmeasured ad spending (sales promotion, direct response, etc.), which is an AA estimate. U.S. spending figures marked with an (*) include only measured media from BAR/LNA Multi-Media reports. See AA's 100 Leading National Advertisers, Sept. 28, 1988, for top U.S. advertiser profiles.

**Global media**

Circulation data collected from publishers in this report were for June, 1988, and were compared with June, 1987. Ad rates were those in effect at the same mid-year period.

Criteria for a publication's inclusion in the chart on Page 22 are:

- Substantial mass circulation on at least three continents.
- Worldwide circulation of at least 50,000, and circulation of international editions equal to at least 10% of the domestic circulation.
- Editorial content global in scope and primarily in English.
- Advertising in all editions purchased through a central office.

Trade publications are not mass-circulation publications and are excluded from this listing.

Licensed publications also are excluded, because they lack central control on the advertising side.#

# International print

*(Continued from Page 21)*

General Motors with three. Of these, only GM ranked among the top non-U.S. advertisers charted elsewhere in this report.

Financial institutions followed airlines with 10 mentions, although American Express, with two, was the only financial services advertiser to receive more than one nod.

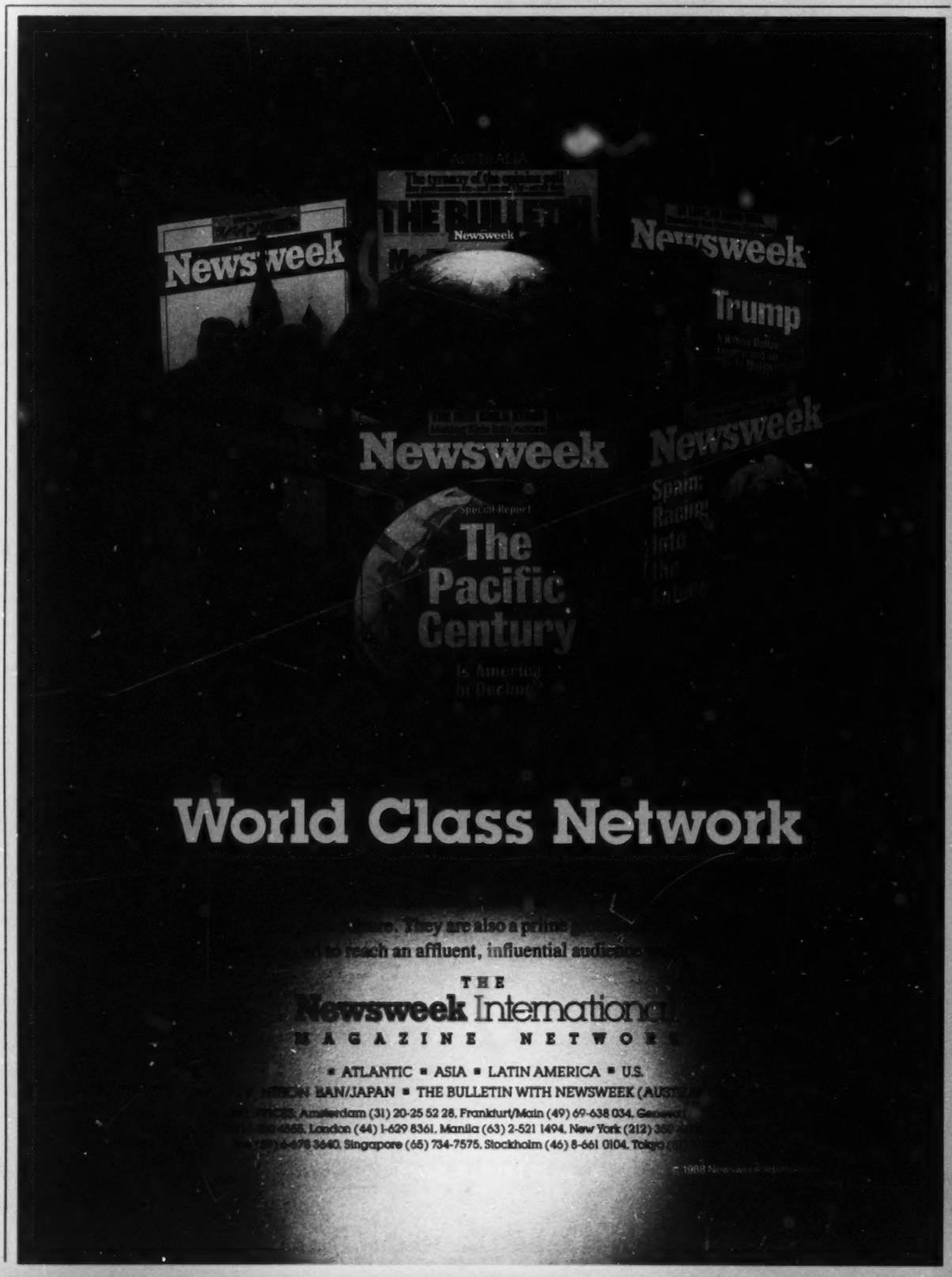
The only new entry to Global Media in 1988 was *Elle*, founded in France shortly after World War II, and growing at a breakneck pace since 1985 when it launched editions in the U.S. and U.K., both joint ventures between Hachette and Murdoch Magazines. Murdoch has since sold its interest to Hachette. AA excluded the monthly's circulation and advertising data from aggregate totals because its heavy launch activity in 1988 would have distorted any comparison between the current and prior year. *Elle* has launched in Italy, Hong Kong, Sweden, Portugal, Greece, West Germany and China since 1987—all in the local language.

In 1989, *Elle* will introduce a group buy and payment in dollars through Interdeco, an advertising clearinghouse operation with five global centers.

## Advertising revenues for select global magazines

| Magazine | Ad rev. 7/87-6/88 ($000s) | Ad rev. % chg. 7/86-6/87 | Ad rate % chg. 87-88 | Ad pages % chg. 87-88 |
|---|---|---|---|---|
| Time | $384,972 | 9.1 | 3.4 | 8.0 |
| Reader's Digest | 177,589 | 5.6 | 5.7 | 0.9 |
| Fortune | 127,585 | 10.1 | 6.5 | 3.5 |
| National Geographic | 41,546 | 12.5 | 7.7 | 3.9 |
| The Economist | 35,574 | 15.6 | 11.8 | 4.2 |
| Scientific American | 10,333 | 2.6 | -1.9 | -1.3 |

Source: AA survey.


Newsweek
Trump
The Pacific Century
World Class Network
THE
Newsweek International
MAGAZINE NETWORK
• ATLANTIC • ASIA • LATIN AMERICA • U.S.
• THE BULLETIN WITH NEWSWEEK (AUST
Amsterdam (31) 20-25 52 28, Frankfurt/Main (49) 69-638 034,
London (44) 1-629 8361, Manila (63) 2-521 1494, New York (212)
Singapore (65) 734-7575, Stockholm (46) 8-661 0104, Tokyo

# Top advertisers by country

## AFRICA

### South Africa

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Unilever NV | 15,376 | 11,267 |
| OK Bazaars | 12,998 | 8,122 |
| Pick N Pay Ltd | 10,066 | 7,060 |
| Checkers Ltd | 10,042 | 7,141 |
| Toyota Motor Corp | 9,407 | 6,156 |
| SA Breweries | 7,582 | 6,165 |
| United Tobacco | 5,690 | 4,498 |
| Nissan Motor Co | 5,016 | 2,965 |
| Volkswagen AG | 4,583 | 3,449 |
| Ford Motor Co | 4,535 | 3,470 |

**Notes:** Dollars are in thousands and include measured media only. Conversion rate: 0.4314 dollars to the rand in 1987 and 0.4814 dollars to the rand in 1986. **Source:** Market Research Africa.

## ASIA/ AUSTRALIA

### Australia

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Coles Myer | 69 | 64 |
| Unilever NV | 30 | 33 |
| Australian Gov't Adv Svc | 23 | 19 |
| Amatil Ltd | 20 | 13 |
| F.W. Woolworth Co | 17 | 16 |
| News Corp | 17 | 17 |
| Nissan Motor Co | 15 | 13 |
| Telecom Australia | 15 | 17 |
| Mars Inc | 14 | 16 |
| Cadbury Schweppes PLC | 14 | 15 |

**Notes:** Dollars are in millions and include newspaper, magazine, TV and radio. Conversion rate: 0.6949 dollars to the Australian dollar in 1987 and 0.6769 dollars to the Australian dollar in 1986. **Source:** Tart Research, Brookvale.

### Hong Kong

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Philip Morris Cos | 11,000 | 7,065 |
| Hong Tai Travel | 4,482 | 4,634 |
| Matsushita Elec Industrial Co | 3,778 | 3,643 |
| Wing On Group | 3,734 | 4,497 |
| Loews Corp | 3,708 | 3,509 |
| Vita Drinks | 3,374 | 3,835 |
| Hattori Seiko Co | 3,366 | 3,119 |
| RJR Nabisco | 3,309 | 3,132 |
| Mild Seven Cigarettes | 3,307 | 2,813 |
| Brown-Forman Corp | 3,223 | NA |

**Notes:** Dollars are in thousands and includes TV, radio, newspaper, magazine and cinema. **Source:** AGB McNair.

### Indonesia

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Unilever NV | 1,849 | NA |
| Toyota Motor Corp | 856 | NA |
| Suzuki Motor Co | 842 | NA |
| Nestle SA | 764 | NA |
| Daihatsu | 689 | NA |
| Friesche Vlag | 585 | NA |
| ABC Foods | 487 | NA |
| Philip Morris Cos | 483 | NA |
| IBM Corp | 477 | NA |
| Fuji Photo Film | 431 | NA |

**Notes:** Dollars are in thousands and include print only. Conversion rate: 0.000609 dollars to the rupiah in 1987. **Source:** Survey Research Indonesia, an associate of AGB-McNair International.

### Japan

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Kao Corp | 281 | NA |
| Matsushita Electric Industrial Co | 214 | NA |
| Nissan Motor Co | 207 | NA |
| Suntory | 188 | NA |
| NEC Corp | 184 | NA |
| Toyota Motor Corp | 178 | NA |
| Hitachi Ltd | 169 | NA |
| Lion | 167 | NA |
| Shiseido Co | 158 | NA |
| Mazda Motor Corp | 147 | NA |

**Notes:** Dollars are in millions. Conversion rates: 0.006699 dollars to the yen in 1987. **Source:** AA bureau reports.

### Malaysia

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| B.A.T. Industries PLC | 19,143 | NA |
| Rothmans International | 18,941 | 14,819 |
| Nupro | 17,647 | 7,516 |
| Unilever NV | 14,506 | 4,514 |
| Colgate-Palmolive Co | 10,002 | 4,325 |
| RJR Nabisco | 9,006 | 3,463 |
| Philip Morris Cos | 6,703 | NA |
| Malaysian Brewers | 4,316 | 1,170 |
| Peter Stuyvesant | 3,639 | NA |
| Royal Dutch Shell | 3,343 | NA |

**Notes:** Dollars are in thousands. Conversion rate: 1987 figures were reported in U.S. dollars. 0.433 dollars to the Malaysian dollar in 1986. **Source:** Survey Research Malaysia.

### New Zealand

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Lion-Nathan Group | 14,493 | NA |
| Goodman Fielder Wattie | 9,739 | NA |
| Fletcher Challenge | 8,270 | NA |
| FTC Farmers | 6,736 | NA |
| Foodstuffs Co-op | 5,991 | NA |
| Smiths City Group | 4,961 | NA |
| Unilever NV | 4,379 | NA |
| Magnum Corp | 4,241 | NA |
| Ford Motor Co | 4,010 | NA |
| RJR Nabisco | 3,996 | NA |

**Notes:** Dollars are in thousands and include TV and print. Conversion rate: 0.5760 dollars to the NZ dollar in 1987. **Source:** Ad/Media magazine from AGB Research, Auckland.

### Philippines

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| San Miguel Corp | 17,676 | NA |
| Philippine Refining | 14,730 | NA |
| Nestle SA | 13,257 | NA |
| Colgate-Palmolive Co | 12,275 | NA |
| Procter & Gamble Co | 8,593 | NA |
| California Manufacturing | 3,192 | NA |
| Warner-Lambert Co | 2,210 | NA |
| Coca-Cola Co | 1,964 | NA |
| PepsiCo Inc | 1,571 | NA |
| Johnson & Johnson | 1,473 | NA |

**Notes:** Dollars are in thousands and include all media. Conversion rate: 0.0491 dollars to the peso in 1987 and 0.0511 dollars to the peso in 1986. **Source:** J. Walter Thompson Co., Manila.

### Singapore

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Yaohan | 1,789 | 1,623 |
| McDonald's Corp | 1,672 | 1,438 |
| PepsiCo Inc | 1,273 | 1,113 |
| Singapore Airlines | 1,132 | 881 |
| American Express Co | 996 | 1,577 |
| Courts Furniture | 939 | NA |
| Metro | 916 | 881 |
| NTUC Fairprice | 690 | NA |
| Omega Watch | 690 | NA |
| Tiger Beer | 686 | NA |

**Notes:** Dollars are in thousands and include


NOW YOU CAN HIT A MOVING TARGET

In any given day, some of USA TODAY's most desirable readers are conducting business in the Orient or skiing in the Alps.
As your target becomes more mobile, shouldn't you think global?
You won't miss USA TODAY's Domestic readers who travel abroad (49% last year!*) when you advertise in our International Edition as well.

USA TODAY®

To extend your domestic media buy internationally, call your USA TODAY sales representative or Kathy McKay at (212) 715-5495.

*SOURCE: MMR 1988

all media. Conversion rate: 0.4696 dollars to the Singapore dollar in 1987. **Source:** Survey Research Singapore.

## South Korea

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Samsung Electronics* | 36,030 | NA |
| Lucky-Goldstar Group* | 30,025 | NA |
| Hyundai Group | 10,809 | NA |
| Coca-Cola Co | 2,762 | NA |
| California Raisins | 1,321 | NA |
| IBM Corp | 1,201 | NA |
| RJR Nabisco | 1,169 | NA |
| Eastman Kodak Co | 1,158 | NA |
| Fuji Photo Film | 1,146 | NA |
| Nestle SA | 1,117 | NA |

**Notes:** Dollars are in thousands. * indicates some non-S. Korean ad spending is included in company expenditures. Conversion rate: 0.001201 dollars to the won in 1987. **Source:** AA bureau reports.

## Taiwan

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| President Co | 15,110 | NA |
| China Airlines | 9,470 | NA |
| Wei Chang Co | 8,680 | NA |
| Matsushita Electric Industrial Co | 8,540 | NA |
| Nestle SA | 7,280 | NA |
| Nan Chau Co | 7,160 | NA |
| Kao Corp | 5,810 | NA |
| King Car Co | 5,610 | NA |
| Tatung Co | 5,090 | NA |
| Far East Co | 5,020 | NA |

**Notes:** Dollars are in thousands. Figures were reported in U.S. dollars. **Source:** Asian Advertising & Marketing magazine, April 1988.

## Thailand

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Unilever NV | 11,397 | NA |
| Colgate-Palmolive Co | 6,784 | NA |
| Nestle SA | 5,030 | NA |
| Saha Pathanapibul Co | 4,459 | 2,868 |
| Osothsapha Co | 4,250 | 2,975 |
| Kao Corp | 3,140 | NA |
| T.C. Pharmaceutical Industrial Co | 2,598 | 996 |
| Toyota Motor Corp | 2,545 | NA |
| Boon Rawd Brewery & Co | 2,543 | 2,144 |
| Johnson & Johnson | 2,122 | 2,529 |

**Notes:** Dollars are in thousands and include TV, newspaper, magazine and cinema. Conversion rate: 0.0428 dollars to the baht in 1987 and 0.0453 dollars to the baht in 1986. **Source:** Media Focus Co.

# EUROPE

## Austria

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Unilever NV | 28,374 | NA |
| KGM Konsum Oesterreich Ges.m.b.H. | 10,687 | NA |
| Henkel | 10,618 | NA |
| Billa Konzern | 8,055 | NA |
| Raifeisen Verband | 7,635 | NA |
| Jacobs-Suchard | 6,954 | NA |
| Volkswagen AG | 6,885 | NA |
| Mars Inc. | 6,870 | NA |
| Kika Moebelhaus St. Poelten | 6,824 | NA |
| Meinl | 6,510 | NA |

**Notes:** Dollars are in thousands. Conversion rate: 0.0765 dollars to the schilling in 1987. **Source:** Nielsen.

## Belgium/Luxembourg

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Procter & Gamble Co | 12,922 | 7,869 |
| BSN Group | 11,076 | 7,160 |
| GIB | 10,738 | 7,224 |
| Mars Inc. | 10,478 | 5,633 |
| Henkel | 9,984 | 6,493 |
| Ford Motor Co. | 7,644 | 5,784 |
| International Motor Co. | 7,540 | 5,139 |
| Unilever NV | 7,306 | 5,676 |
| Volkswagen AG | 7,150 | 6,192 |
| General Motors Corp. | 6,500 | 4,709 |

**Notes:** Dollars are in thousands for ad spending in Luxembourg and Belgium, and include print, broadcast and outdoor. Conversion rate: 0.026 dollars to the Belgian franc in 1987 and 0.0215 dollars to the Belgian franc in 1986. **Source:** Advertising Marketing Services.

## Britain

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Unilever NV | 164 | 156 |
| HM Government | 139 | 119 |
| Procter & Gamble Co | 91 | 52 |
| Mars Inc. | 83 | 69 |
| Nestle SA | 64 | 53 |
| F.W. Woolworth Co | 60 | 11 |
| Kellogg Co | 60 | NA |
| Electricity Council | 59 | 36 |
| Allied-Lyons PLC | 58 | 59 |
| Dixons Group | 51 | 22 |

**Notes:** Dollars are in millions and include TV, print and radio. Conversion rate: 1.5764 dollars to the pound in 1987 and 1.4678 dollars to the pound in 1986. **Source:** Campaign magazine, from Haymarket Publishing: The Top 100 Spenders.

## Denmark

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Magasin DeNord | 9,649 | NA |
| Ford Motor Co | 2,060 | NA |
| Bilka | 1,862 | NA |
| Toyota Motor Corp. | 1,705 | NA |
| General Motors Corp. | 1,322 | NA |
| Illom | 1,165 | NA |
| Nissan Motor Co. | 1,165 | NA |
| OBS | 1,066 | NA |
| Brogsen/ Kvicklu Corp. | 1,023 | NA |

**Notes:** Dollars are in thousands and include newspaper, magazine and outdoor. Conversion rate: 0.1421 dollars to the kroner in 1987. **Source:** AA bureau reports.

## France

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Renault SA | 97 | 92 |
| Loterie Nationale | 56 | 41 |
| Nestle SA | 48 | 47 |
| Ford Motor Co. | 47 | 37 |
| Procter & Gamble Co. | 42 | 47 |
| Peugeot SpA | 42 | 42 |
| Colgate-Palmolive Co. | 42 | 42 |
| Citroen SpA | 35 | 38 |
| Intermarche Magasins | 34 | 26 |
| General Motors Corp. | 33 | 26 |

**Notes:** Dollars are in millions and are estimates based on ad spending figures from several sources. Conversion rate: 0.1622 dollars to the franc in 1987 and 0.1403 dollars to the franc in 1986. **Source:** SECODIP, Paris.

## Greece

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Unilever NV | 9,827 | NA |
| Colgate-Palmolive Co. | 3,431 | NA |
| Nestle SA | 3,139 | NA |
| Papastratos | 3,124 | NA |
| Procter & Gamble Co. | 2,628 | NA |
| Sakap SA | 2,380 | NA |
| Beiersdorf AG | 2,336 | NA |
| Bravo SA | 2,194 | NA |
| Keranis SA | 2,190 | NA |

**Notes:** Dollars are in thousands and include TV, radio, newspaper, magazine and outdoor. Conversion rate: 0.0073 dollars to the drachma in 1987. **Source:** Nielsen Advertising Expenditure Measurement Service.

## Italy

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Procter & Gamble Co. | 201 | 116 |
| Fiat SpA | 132 | 94 |
| Unilever NV | 89 | 61 |
| Barilla SpA | 76 | 65 |
| Sagit SpA | 75 | 51 |
| Colgate-Palmolive Co. | 73 | 47 |

Frankfurt (69) 72-01-81 • Hong Kong (5) 8682010 • Lausanne (21) 27-4411 • London (1) 493-1451 • Milan (2) 89010103
Paris (1) 4289-0381 • Stockholm (8) 4400-05 • Tokyo (3) 581-9811 • USA (212) 512-3867

# Top advertisers

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Mattel Inc | 72 | 44 |
| Alfa Lancia | 64 | 50 |
| Renault SA | 63 | 56 |
| Ferrero | 58 | 42 |

**Notes:** Dollars are in thousands and include TV, radio and print. Conversion rate: 0.000755 dollars to the lira in 1987 and 0.000648 dollars to the lira in 1986. **Source:** AGB, Milan.

## Netherlands

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Unilever NV | 16,490 | 10,728 |
| Mars Inc | 10,903 | 7,662 |
| Rijksvoorlichtings | 9,961 | 6,132 |
| Philips NV | 8,811 | 5,956 |
| Procter & Gamble Co | 7,377 | 4,987 |
| Postbank | 6,865 | 6,651 |
| Sara Lee Corp | 6,644 | 4,721 |
| PTT | 6,460 | 4,759 |
| Heijn | 6,418 | 513 |
| Ned. Zuivelbureau | 6,036 | 5,275 |

**Notes:** Dollars are in thousands and include TV, newspaper and magazine. Conversion rate: 0.4786 dollars to the guilder in 1987 and 0.3934 dollars to the guilder in 1986. **Source:** Admedia/VNH.

## Norway

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Toyota Motor Corp | 7,045 | 5,312 |
| Norwegian Dairy Assn | 5,479 | 3,840 |
| Ford Motor Co | 5,346 | 5,433 |
| Volkswagen AG | 4,724 | 2,222 |
| General Motors Corp | 4,405 | 2,870 |
| Mitsubishi Motor Corp | 4,318 | 3,033 |
| Denofa & Lilleborg Fabr | 4,316 | 3,621 |
| Volvo AB | 4,211 | 2,700 |
| State Info Service | 4,195 | 3,709 |
| Nissan Motor Co | 3,980 | 3,384 |

**Notes:** Dollars are in thousands and include print and outdoor. Conversion rate: 0.1447 dollars to the kroner in 1987 and 0.1343 dollars to the kroner in 1986. **Source:** AA bureau reports.

## Portugal

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Unilever NV | 7,381 | 4,461 |
| Nestle SA | 2,865 | 2,036 |
| Renault SA | 2,299 | 1,509 |
| Santa Casa da Miseracordia | 2,214 | 1,838 |
| Fima-Fabrica de Produtos Alimentare | 2,085 | 1,334 |
| Central de Cervejas | 2,008 | 2,109 |
| S.C. Johnson & Son | 1,849 | 1,314 |
| Colgate-Palmolive Co | 1,825 | 1,510 |
| CPC International | 1,513 | 972 |
| Philips NV | 1,453 | NA |

**Notes:** Dollars are in thousands and include TV, radio and newspaper. Conversion rate: 0.00698 dollars to the escudo in 1987 and 0.006683 dollars to the escudo in 1986. **Source:** SABATINA-Advertising Auditing Services.

## Spain

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Citroen SpA | 57 | 26 |
| El Corte Ingles Group | 44 | 28 |
| Renault SA | 42 | 24 |
| Volkswagen AG | 37 | 25 |
| Nestle SA | 35 | 24 |
| Unilever NV | 34 | 24 |
| Spanish Ministry of Economy | 30 | 22 |
| Ford Motor Co | 24 | 17 |
| Henkel | 23 | 22 |
| Tabacalera | 20 | 10 |

**Notes:** Dollars are in millions. Conversion rate: 0.007855 dollars to the peseta in 1987 and 0.006980 dollars to the peseta in 1986. **Sources:** J. Walter Thompson Co., Repress/Nielsen and AA estimates.

## Sweden

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Kooperativa Forbundet | 67,517 | 52,675 |
| ICA AB | 60,873 | 46,400 |
| Ahlens AB | 25,491 | 10,701 |
| B&W Sormarkmad AB | 11,746 | 11,165 |
| Hennes & Mauritz AB | 11,252 | 9,081 |
| Volvo AB | 10,176 | 5,384 |
| Government Info Service | 10,063 | 6,046 |
| Kapp AHL AB | 9,481 | 6,462 |
| Tipstjanst AB | 7,679 | 2,961 |
| Ford Motor Co | 7,200 | 5,617 |

**Notes:** Dollars are in thousands and include newspaper, magazine and cinema. Conversion rate: 0.154 dollars to the kroner in 1987 and 0.1381 dollars to the kroner in 1986. **Source:** AA bureau reports.

## Switzerland

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Migros | 45,402 | 36,165 |
| Co-op | 32,430 | 26,251 |
| Denner | 12,972 | 10,737 |
| Toyota Motor Corp | 12,972 | 9,[illegible] |
| General Motors Corp | 12,323 | 10,[illegible] |
| Ford Motor Co | 9,729 | NA |
| Mars Inc | 9,729 | 6,763 |
| Volkswagen AG | 9,080 | 6,491 |
| Maus Brothers | 9,080 | 7,169 |
| Philip Morris Cos | 9,080 | NA |

**Notes:** Dollars are in thousands. Conversion rate: 0.6486 dollars to the franc in 1987 and 0.5371 in 1986. **Source:** AA bureau reports.

## West Germany

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Unilever NV | 130 | 103 |
| C&A Brenninkmeyer | 128 | 96 |
| Procter & Gamble Co | 116 | 39 |
| Henkel | 90 | 61 |
| Mars Inc | 83 | 43 |
| Nestle SA | 82 | 35 |
| Volkswagen AG | 74 | 61 |
| Jacobs-Suchard | 72 | 37 |
| Karstadt AG | 68 | 47 |
| Bundesministerium | 64 | 39 |

**Notes:** Dollars are in millions. Conversion rate: 0.5397 dollars to the mark in 1987 and 0.4436 dollars to the mark in 1986. **Source:** Schmidt & Pohlmann, a Nielsen subsidiary.

# LATIN AMERICA

## Argentina

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Massalin Particulares | 6,890 | 7,923 |
| Nobleza Piccardo SAICIF | 6,495 | 7,125 |
| Aurura SAICIF | 6,442 | 10,606 |
| Kenia SA | 6,338 | 4,405 |
| Philips NV | 6,241 | 6,473 |
| Bagley y Cia | 5,998 | 3,414 |
| Renault SA | 5,970 | NA |
| Coca-Cola Co | 5,538 | NA |
| Sevel Argentina SA | 4,962 | 4,287 |
| PepsiCo Inc | 3,961 | NA |

**Notes:** Dollars are in thousands. Conversion rate: 2.48 australes to the dollar in 1987 and 0.963 australes to the dollar in 1986. **Source:** Feuntes SA and Argentine Advertisers Association.

## Brazil

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Grupo Pao Acucar | 15,534 | 18,070 |
| Unilever NV | 13,369 | 13,520 |
| Nestle SA | 12,584 | 11,884 |
| Grupo Dorsay | 12,421 | 25,287 |
| Mappin-Casa Anglo | 10,502 | NA |
| Grupo Fenicia | 10,261 | NA |
| Susa SA | 9,408 | NA |
| Manufatura Brinquedos Estrela | 9,302 | NA |
| Philips NV | 9,048 | 10,220 |
| Lundgren | 8,840 | 10,234 |

**Notes:** Dollars are in thousands and include TV, radio, newspaper and magazine. Conversion rate: 0.0185 dollars to the cruzado in 1987 and 0.072686 dollars to the cruzado in 1986. **Source:** LEDO, a subsidiary of Nielsen.

## Chile

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Nestle SA | 7,699 | NA |
| Coca-Cola Co | 3,265 | NA |
| Philips NV | 2,306 | NA |
| Procter & Gamble Co | 1,755 | NA |
| Ciba-Geigy AG | 1,392 | NA |
| Royal Dutch Shell | 1,365 | NA |
| Atlantis | 1,243 | NA |
| Mattel Inc | 1,219 | NA |
| Nissan Motor Co | 965 | NA |

**Notes:** Dollars are in thousands. Conversion rate: 0.0043 dollars to the peso in 1987 and 0.0054 dollars to the peso in 1986. **Source:** AA bureau reports.

## Mexico

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Procter & Gamble Co | 98 | NA |
| Colgate-Palmolive Co | 68 | 38 |
| Direccion Corporativa Impulsora | 61 | 36 |
| Industrias Vitivinicolas Domecq | 50 | 44 |
| PepsiCo Inc | 47 | 52 |
| Kimberly-Clark Corp | 47 | 33 |
| Bacardi Corp | 43 | 35 |
| Nestle SA | 40 | 36 |
| B.A.T. Industries PLC | 35 | NA |
| Unilever NV | 30 | 24 |

**Notes:** Dollars are in millions. Conversion rate: 0.000865 dollars to the peso in 1987 and 0.001820 dollars to the peso in 1986. **Source:** Nielsen Servicios de Marketing/Ad expenditures division.

## Puerto Rico

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Colgate-Palmolive Co | 10,400 | 8,000 |
| Procter & Gamble Co | 9,600 | 7,200 |
| Commonwealth Gov't | 9,500 | 4,900 |
| Unilever NV | 9,300 | 6,500 |
| Sears, Roebuck & Co | 6,900 | 6,700 |
| Food & Spirits | 6,200 | 4,700 |
| PepsiCo Inc | 5,600 | 4,200 |
| American Home Products Corp | 5,600 | 5,500 |
| J.C. Penney Co | 4,500 | 4,800 |
| Banco Popular | 4,300 | 4,300 |

**Notes:** Dollars are in thousands and include TV and print. **Source:** Publish Records Service, San Juan.

## Venezuela

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Sonografica | 54,999 | NA |
| Sonorodven | 37,666 | NA |
| Videorama | 33,121 | NA |
| Polar Maltin | 28,612 | NA |
| Petroleos de Venezuela | 28,489 | NA |
| Cartelera Conesa | 23,564 | NA |
| Cada | 20,280 | NA |
| Loteria Caracas | 16,897 | NA |
| Mercalibros | 16,331 | NA |
| Accion Democratica | 15,457 | NA |

**Notes:** Dollars are in thousands. Conversion rate: 0.0389 dollars to the bolivar in 1987. **Source:** AA bureau reports.

# MIDDLE EAST

## Bahrain

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Gulf Air | 125 | NA |
| Rothmans International | 77 | NA |
| Unilever NV | 76 | NA |
| Philip Morris Cos | 75 | NA |
| British Airways | 67 | NA |
| Cathay-Pacific | 60 | NA |
| Dunhill | 54 | NA |
| S.C. Johnson & Son | 51 | NA |
| Singapore Airlines | 51 | NA |
| PepsiCo Inc | 51 | NA |

**Notes:** Dollars are in thousands. Figures were reported in U.S. dollars. **Source:** Middle East Marketing Research, Cyprus.

## Israel

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Bank Leumi | 3,100 | NA |
| Bank Hapoalim | 2,800 | NA |
| Israel Discount Bank | 2,200 | NA |
| Elite | 2,200 | NA |
| Osem Foods | 2,200 | NA |
| Mifal Hapayis | 2,100 | NA |
| First International Bank | 1,900 | NA |
| Hamashbir | 1,900 | NA |
| Tnuva Dairy Distributors | 1,300 | NA |
| Coca-Cola Co | 1,300 | NA |

**Notes:** Dollars are in thousands. **Source:** Advertisers Association of Israel.

## Jordan

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Royal Jordanian Air | 222 | NA |
| Rifco | 153 | NA |
| The Housing Bank | 92 | NA |
| Nestle SA | 70 | NA |
| Bahrain Housing Bank | 66 | NA |
| PepsiCo Inc | 64 | NA |
| Nido | 60 | NA |
| Beiersdorf AG | 54 | NA |
| Arab Bank | 50 | NA |
| Al Ghazalen | 47 | NA |

**Notes:** Dollars are in thousands. Figures were reported in U.S. dollars. **Source:** Middle East Marketing Research, Cyprus.

## Kuwait

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Philip Morris Cos | 1,184 | NA |
| NBK | 741 | NA |
| CBK | 582 | NA |
| Rothmans International | 576 | NA |
| Nissan Motor Co | 547 | NA |
| Mazda Motor Corp | 460 | NA |
| Honda Motor Co | 401 | NA |
| Dunhill | 355 | NA |
| BKME | 348 | NA |
| Toyota Motor Corp | 337 | NA |

**Notes:** Dollars are in thousands. Figures were reported in U.S. dollars. **Source:** Middle East Marketing Research, Cyprus.

## Oman

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Gulf Air | 151 | NA |
| 555 | 78 | NA |
| Moulinex | 64 | NA |
| Honda Motor Co | 62 | NA |
| Dunhill | 57 | NA |
| Bond Street | 57 | NA |
| Rothmans International | 53 | NA |

**Notes:** Dollars are in thousands. Figures were reported in U.S. dollars. **Source:** Middle East Marketing Research, Cyprus.

## Qatar

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Colgate-Palmolive Co | 129 | NA |
| Unilever NV | 76 | NA |
| Gulf Air | 62 | NA |
| PepsiCo Inc | 54 | NA |

**Notes:** Dollars are in thousands. Figures were reported in U.S. dollars. **Source:** Middle East Marketing Research, Cyprus.

## Saudi Arabia

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Philip Morris Cos | 1,171 | NA |
| PepsiCo Inc | 1,077 | NA |
| Saudia | 1,023 | NA |
| Rothmans International | 876 | NA |
| S.C. Johnson & Son | 860 | NA |
| Procter & Gamble Co | 767 | NA |
| Afia | 716 | NA |
| Nido | 678 | NA |
| Colgate-Palmolive Co | 662 | NA |
| Dunhill | 434 | NA |

**Notes:** Dollars are in thousands. Figures were reported in U.S. dollars. **Source:** Middle East Marketing Research, Cyprus.

## United Arab Emirates

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Colgate-Palmolive Co | 360 | NA |
| Emirates Air | 292 | NA |
| Toyota Motor Corp | 248 | NA |
| Gulf Air | 233 | NA |
| Unilever NV | 208 | NA |
| Masafi | 205 | NA |
| Air India | 182 | NA |
| Red Label | 154 | NA |
| Procter & Gamble Co | 152 | NA |

**Notes:** Dollars are in thousands. Figures were reported in U.S. dollars. **Source:** Middle East Marketing Research, Cyprus.

# U.S./ CANADA

## U.S.

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Philip Morris Cos | 1,558 | 1,451 |
| Procter & Gamble Co | 1,387 | 1,500 |
| General Motors Corp | 1,025 | 839 |
| Sears, Roebuck & Co | 887 | 1,105 |
| RJR Nabisco | 840 | 894 |
| PepsiCo | 704 | 642 |
| Eastman Kodak Co | 658 | 610 |
| McDonald's Corp | 650 | 592 |
| Ford Motor Co | 640 | 651 |
| Anheuser-Busch Cos | 635 | 644 |

**Note:** Dollars are in millions. **Source:** All figures are AA estimates taken from AA's 100 Leading National Advertisers, Sept. 28, 1988. See "How to read this ranking," Page 27.

## Canada

| Advertiser | Ad spending 1987 | 1986 |
|---|---|---|
| Gov't of Canada | 49 | 46 |
| Procter & Gamble Co | 40 | 37 |
| General Motors Corp | 30 | 20 |
| Thomson Group | 29 | 17 |
| John Labatt Ltd | 27 | 27 |
| Unilever NV | 24 | 23 |
| Chrysler Corp | 22 | 12 |
| RJR Nabisco | 22 | 16 |
| Molson Cos | 22 | 23 |
| Ontario Gov't | 21 | 19 |

**Notes:** Dollars are in millions and include print and broadcast. Conversion rate: 0.7475 dollars to the Canadian dollar in 1987 and 0.721 dollars to the Canadian dollar in 1986. **Source:** Media Measurement Services, Toronto.

# Unilever

*(Continued from Page 21)*

**Qatar, it ranked No. 2, and in Bahrain and Italy, Unilever ranked No. 3.**

**Nestle turned up in 26 countries, the most for any marketer, followed by Unilever in 25. Coca-Cola Co. and Colgate-Palmolive Co. tied for third, with spending reported in 20 countries.**

**Several U.S.-based companies ranked as No. 1 top spender in countries surveyed: Colgate-Palmolive in Puerto Rico, Qatar and United Arab Emirates; Philip Morris in Hong Kong, Kuwait and Saudi Arabia, and Procter & Gamble in Belgium/Luxembourg, Italy and Mexico.**

**Countries having the largest advertising spending totals were the U.S., where top spender Philip Morris invested $1.56 billion; Japan, where leader Kao Corp. invested $281 million, and Italy, where Procter & Gamble invested $201 million.#**

**Coordinating this report were Kevin Brown, Ilse Cermak, Julie A. Doherty, Craig Endicott, Nancy Giges, Leslie Gilbert and Julie Skur Hill.**

# November consumer magazine ad linage

| | Current month 1988 | Current month 1987 | Year-to-date 1988 | Year-to-date 1987 |
|---|---|---|---|---|
| **■ Auto/cycle/rec. vehicles** | | | | |
| ATV Sports | 21.9 | 45.0 | 306.4 | 468.2 |
| Autoweek (52X) | 172.7 | 195.3 | 1,826.9 | 1,490.2 |
| Car & Driver | 137.5 | 96.2 | 1,146.7 | 1,027.0 |
| Car Collector & Car Classics | 18.8 | 18.5 | 189.3 | 190.6 |
| Car Craft | 74.5 | 75.7 | 907.6 | 940.7 |
| Circle Track | 75.6 | 69.4 | 883.8 | 833.3 |
| Cycle | 35.0 | 19.2 | 460.3 | 465.5 |
| Cycle World | 37.1 | 32.4 | 507.4 | 533.7 |
| Dirt Rider | 43.8 | 59.1 | 415.4 | 401.7 |
| Dune Buggies & Hot VWs | 70.6 | 72.7 | 811.1 | 835.6 |
| Family Motor Coaching | 162.9 | 158.6 | 1,912.0 | 1,716.6 |
| 4 Wheel & Off-Road | 95.9 | 92.0 | 975.0 | 979.4 |
| Four Wheeler | 97.0 | 91.0 | 991.0 | 952.0 |
| Hot Rod | 85.6 | 73.4 | 962.7 | 817.7 |
| Motorcyclist | 25.8 | 28.0 | 452.4 | 501.5 |
| Motor Trend | 71.1 | 77.0 | 843.7 | 823.5 |
| Motorhome | 91.8 | 81.2 | 1,024.9 | 931.4 |
| Rider | 30.7 | 20.4 | 428.2 | 433.5 |
| Road & Track | 107.1 | 102.5 | 1,138.0 | 1,105.1 |
| Trailblazer | — | — | — | — |
| Trailer Life | 102.5 | 100.9 | 1,085.9 | 1,152.6 |
| **Total Group** | **1,557.9** | **1,508.4** | **17,268.6** | **16,599.8** |
| **% change** | **3.3%** | | **4.0%** | |
| **■ Boating & yachting** | | | | |
| Boating | 139.0 | 117.7 | 1,736.0 | 1,640.2 |
| Chesapeake Bay | 47.3 | 41.8 | 572.6 | 517.1 |
| Cruising World | 83.0 | 110.0 | 1,343.7 | 1,393.6 |
| Lakeland Boating (11X) | 73.0 | 69.5 | 882.3 | 785.6 |
| Motor Boating & Sailing | 138.6 | 147.5 | 1,695.2 | 1,780.2 |
| Sail | 106.3 | 80.4 | 1,210.2 | 1,176.7 |
| Trailer Boats (11X) | 35.9 | 40.4 | 664.3 | 571.0 |
| Western Boatman (6X) | 42.0 | 30.0 | 300.3 | 216.1 |
| Yachting | 135.3 | 143.1 | 1,585.8 | 1,568.2 |
| **Total Group** | **800.3** | **780.4** | **9,990.4** | **9,648.7** |
| **% change** | **2.6%** | | **3.5%** | |
| **■ Civic/fraternal** | | | | |
| American Legion | 38.5 | 34.8 | 402.4 | 375.2 |
| Elk (10X) | 16.3 | 20.6 | 171.5 | 196.2 |
| Kiwanis | 20.8 | 18.6 | 160.1 | 179.5 |
| Lion (10X) | 3.1 | 7.0 | 61.6 | 83.8 |
| Rotarian | 15.0 | 17.5 | 187.8 | 165.8 |
| V.F.W. (11X) | 28.3 | 33.8 | 317.9 | 290.4 |
| **Total Group** | **122.0** | **132.3** | **1,301.3** | **1,290.9** |
| **% change** | **-7.8%** | | **0.8%** | |
| **■ General** | | | | |
| American Health (10X) | 72.0 | 77.7 | 620.9 | 658.1 |
| American Heritage (8X) | 87.1 | 48.2 | 316.0 | 236.0 |
| American West (6X) | 30.3 | 29.7 | 202.6 | 213.5 |
| The Atlantic A. | 63.4 | 81.9 | 462.3 | 419.1 |
| Bon Appetit A. | 141.0 | 117.0 | 936.0 | 906.9 |
| Cable Guide | 35.5 | 43.8 | 353.1 | 260.3 |
| Changing Times | 75.3 | 90.9 | 625.9 | 705.0 |
| Conde Nast's Traveler | 75.9 | 45.0 | 571.2 | 158.0 |
| Connoisseur | 147.2 | 142.4 | 968.0 | 893.2 |
| Consumers Digest (6X) | 31.1 | 32.1 | 145.1 | 145.3 |
| Ebony | 124.1 | 109.7 | 1,108.1 | 1,022.1 |
| Fifty Plus | 40.5 | 39.9 | 354.7 | 424.0 |
| Finance (10X) | 28.0 | 53.1 | 319.0 | 436.6 |
| Food & Wine | 97.6 | 100.9 | 616.7 | 656.8 |
| Games (6X) | 9.5 | 15.2 | 74.1 | 82.2 |
| Golden Years | — | — | — | — |
| Gourmet | 159.0 | 182.8 | 1,139.7 | 1,159.5 |
| Harper's Magazine A. | 33.7 | 33.1 | 354.6 | 336.1 |
| Harrowsmith (6X) | 46.2 | 46.0 | 313.7 | 289.2 |
| Islands Magazine | 75.7 | 50.3 | 301.0 | 237.3 |
| Let's Live | 53.0 | 46.0 | 539.0 | 502.0 |
| Life | 119.4 | 64.7 | 662.0 | 512.8 |
| Modern Maturity (6X) | — | — | 182.4 | 228.3 |
| Money | 135.5 | 165.8 | 1,281.2 | 1,419.6 |
| Money Maker | — | — | 41.8 | 36.8 |
| National Geographic | 27.1 | 25.0 | 245.2 | 224.2 |
| National Geographic Traveler (4X) | — | — | 118.7 | 117.0 |
| Natural History | 49.4 | 43.6 | 425.6 | 391.5 |
| Prevention | 52.7 | 63.4 | 600.8 | 683.0 |
| Psychology Today | — | — | — | — |
| Reader's Digest A. | 123.2 | 174.9 | 1,093.9 | 1,059.6 |
| Saturday Evening Post (9X) | 35.3 | 36.4 | 281.7 | 325.8 |
| Smithsonian | 118.5 | 134.1 | 965.4 | 961.6 |
| Town & Country | 229.5 | 235.5 | 1,512.2 | 1,520.4 |
| Travel-Holiday | 59.5 | 45.2 | 608.9 | 576.2 |
| Travel & Leisure | 181.0 | 161.1 | 1,269.2 | 1,128.9 |
| Vanity Fair | 136.7 | 104.2 | 1,043.7 | 762.0 |
| Writer's Digest | 33.4 | 33.8 | 322.1 | 313.5 |
| Yankee | 90.9 | 104.7 | 842.0 | 895.5 |
| **Total Group** | **2,817.9** | **2,778.0** | **21,818.3** | **20,897.8** |
| **% change** | **1.4%** | | **4.4%** | |
| **■ Home** | | | | |
| Americana (6X) | 16.8 | 19.0 | 100.0 | 126.7 |
| Architectural Digest A. | 212.3 | 232.2 | 1,667.1 | 1,449.7 |
| Better Homes & Gardens | 151.1 | 182.3 | 1,312.6 | 1,279.5 |
| Colonial Homes (6X) | 63.2 | 59.3 | 365.1 | 379.7 |
| Columbus Monthly-Homes (4X) | — | — | 150.5 | 120.1 |
| Cooking Light | 52.5 | 40.9 | 236.2 | 146.5 |
| Country Home (6X) | 72.8 | 77.1 | 358.5 | 340.7 |
| Country Living | 119.3 | 108.0 | 1,032.6 | 984.1 |
| Family Handyman (10X) A. | 50.8 | 41.7 | 472.2 | 496.5 |
| Florida Home & Garden | 97.2 | 46.3 | 824.7 | 464.7 |
| Flower & Garden (6X) | — | — | 214.9 | 212.0 |
| Home | 55.8 | 60.1 | 670.3 | 592.3 |
| Home Mechanics | 58.1 | 60.4 | 587.3 | 646.0 |
| The Homeowner (10X) | 27.2 | 30.8 | 313.6 | 327.5 |
| Horticulture | 35.3 | 35.3 | 420.6 | 399.2 |
| House Beautiful | 88.5 | 97.1 | 802.5 | 811.2 |
| House & Garden | 113.7 | 134.3 | 1,026.8 | 1,069.4 |
| Metropolis | 68.9 | 62.2 | 626.0 | 585.6 |
| Metropolitan Home | 127.9 | 105.7 | 980.6 | 740.1 |
| Midwest Living | 71.9 | 48.6 | 329.5 | 229.3 |
| 1,001 Home Ideas | 66.3 | 65.0 | 639.4 | 576.9 |
| Organic Gardening | 24.4 | 31.2 | 467.6 | 519.0 |
| Phoenix Home/Garden | 106.0 | 124.8 | 819.5 | 833.8 |
| Practical Homeowner | 24.6 | 39.9 | 357.2 | 426.1 |
| San Diego Home/Garden | 62.0 | 58.7 | 768.6 | 708.9 |
| Southern Accents (6X) | 114.0 | 99.6 | 687.8 | 598.0 |
| Southern Living | 160.2 | 164.9 | 1,368.7 | 1,348.4 |
| Sunset Magazine A. | 153.7 | 162.5 | 1,379.9 | 1,365.9 |
| Workbench (6X) | 42.9 | 54.1 | 235.5 | 281.7 |
| **Total Group** | **2,237.3** | **2,242.1** | **19,215.7** | **18,069.3** |
| **% change** | **-0.2%** | | **6.4%** | |
| **■ In-flight & other passenger** | | | | |
| Aboard Group (6X) | 50.6 | 41.3 | 226.8 | 176.5 |
| Alaska Airlines | 55.4 | 54.9 | 610.8 | 599.7 |
| America West Airlines | 80.5 | 58.4 | 702.5 | 558.9 |
| American Way (24X) | 186.6 | 183.3 | 1,565.0 | 1,272.9 |
| East/West Network: | | | | |
| Continental | 79.1 | — | 575.4 | — |
| Eastern Review | 94.3 | 76.0 | 652.0 | 743.8 |
| Northwest | 56.5 | 53.8 | 454.4 | 522.5 |
| Pan Am Clipper | 57.0 | 71.7 | 499.1 | 502.8 |
| Spirit | 79.0 | 68.5 | 704.2 | 664.4 |
| TWA Ambassador | 79.1 | 63.3 | 532.7 | 558.7 |
| Vis 'A Vis | 99.0 | 85.8 | 728.8 | 669.6 |
| Halsey Publication: | | | | |
| Delta Sky | 89.9 | 100.0 | 899.0 | 909.2 |
| Pace Communications: | | | | |
| Piedmont Airlines | 107.7 | 100.0 | 1,068.3 | 1,000.0 |
| US Air | 76.7 | 72.3 | 682.1 | 589.5 |
| Spirit of Aloha (6X) | 24.8 | 34.1 | 229.8 | 345.1 |
| **Total Group** | **1,216.1** | **1,063.5** | **10,130.9** | **9,113.6** |
| **% change** | **14.4%** | | **11.2%** | |
| **■ Men's** | | | | |
| Esquire A. | 154.8 | 116.8 | 1,146.1 | 1,015.6 |
| Firehouse Magazine | 44.1 | 45.9 | 509.0 | 506.8 |
| Gentlemen's Quarterly A. | 235.2 | 198.7 | 1,963.7 | 1,741.1 |
| M Magazine | 65.3 | 74.9 | 850.1 | 832.4 |
| Muscle & Fitness | 133.5 | 131.0 | 1,357.1 | 1,368.4 |
| Penthouse A. | 49.4 | 40.3 | 477.6 | 447.0 |
| Playboy A. | 64.4 | 72.8 | 599.4 | 596.6 |
| Salute (10X) | 35.4 | 34.7 | 268.6 | 216.4 |
| **Total Group** | **782.2** | **715.1** | **7,171.6** | **6,724.3** |
| **% change** | **9.4%** | | **6.7%** | |
| **■ Metropolitan** | | | | |
| Aloha (6X) | — | — | — | — |
| Atlanta | 90.3 | 81.3 | 783.7 | 673.3 |
| Baltimore | 75.7 | 110.9 | 754.4 | 852.9 |
| Boston | 202.9 | 212.6 | 1,763.5 | 1,819.9 |
| California | 73.7 | 58.2 | 726.1 | 667.3 |
| Chicago | 155.5 | 143.6 | 1,272.0 | 1,161.8 |
| Chicago's North Shore | 109.2 | 108.1 | 1,017.4 | 950.6 |
| Cincinnati | 65.1 | 71.1 | 557.9 | 702.6 |
| Cleveland | 63.1 | 62.7 | 642.9 | 749.8 |
| Coast (39X) | 47.8 | 51.4 | 1,992.7 | 2,333.4 |
| Columbus Monthly | 69.5 | 76.8 | 785.7 | 801.2 |
| Connecticut | 119.3 | 109.7 | 1,157.7 | 1,109.6 |
| D/Magazine | 95.1 | 136.1 | 959.6 | 1,232.9 |
| Denver | 39.2 | 40.2 | 373.0 | 401.0 |
| Detroit Monthly | 110.6 | 191.9 | 950.5 | 882.2 |
| Grand Rapids | 63.7 | 56.7 | 458.0 | 472.9 |
| Gulfshore Life (10X) | 76.0 | 76.0 | 735.0 | 687.0 |
| Honolulu | 101.8 | 191.4 | 678.0 | 796.6 |
| Houston Metropolitan Mag. | 60.1 | 59.8 | 636.9 | 769.1 |
| Inside Chicago | 56.2 | 44.2 | 231.5 | 159.2 |
| Louisiana Life | 36.2 | 42.0 | 209.6 | 233.0 |
| Madison | 48.0 | 61.9 | 399.4 | 692.9 |
| Memphis | 84.3 | 85.0 | 922.2 | 874.1 |
| Mid Atlantic Country | 35.4 | 35.1 | 402.8 | 374.8 |
| Milwaukee | 72.9 | 83.8 | 626.7 | 688.4 |
| Minneapolis/St. Paul | 156.3 | 128.9 | 1,171.4 | 1,155.5 |
| Minnesota Monthly Mag. | — | — | — | — |
| Nashville | 60.0 | 50.0 | 492.0 | 439.0 |
| New England Monthly | 61.3 | 60.8 | 547.3 | 501.0 |
| New Jersey Monthly | 109.0 | 103.9 | 1,141.1 | 1,046.2 |
| New Mexico | 47.8 | 45.3 | 434.0 | 369.1 |
| Ohio | 61.9 | 70.4 | 637.8 | 678.6 |
| Orlando | 107.9 | 83.0 | 962.9 | 1,000.9 |
| Palm Beach Life | 80.3 | 83.1 | 596.7 | 604.8 |
| Palm Springs Life | 91.9 | 112.8 | 1,241.0 | 1,271.4 |
| Philadelphia | 185.9 | 189.6 | 1,696.3 | 1,651.5 |
| Pittsburgh | 82.0 | 91.0 | 771.1 | 765.2 |
| Sacramento Magazine | 83.0 | 64.0 | 721.0 | 453.0 |
| St. Louis | 40.5 | 72.3 | 480.8 | 667.4 |
| San Diego | 146.9 | 185.6 | 1,654.1 | 1,552.9 |
| San Francisco Focus | 145.0 | 159.9 | 1,120.7 | 1,119.7 |
| South Florida Magazine | 129.8 | 107.7 | 1,135.4 | 653.9 |
| Texas Monthly | 109.9 | 135.8 | 1,089.4 | 1,103.9 |
| Twin Cities | 80.9 | 79.3 | 856.6 | 777.4 |
| The Virginian (6X) | 112.0 | 120.0 | 370.1 | 361.1 |
| Washington (7X) | 106.0 | 68.0 | 461.7 | 368.0 |
| The Washingtonian | 195.5 | 268.5 | 1,719.2 | 1,752.3 |
| **Total Group** | **4,145.2** | **4,470.5** | **38,337.8** | **38,378.2** |
| **% change** | **-7.3%** | | **-0.1%** | |
| **■ Music/entertainment** | | | | |
| Audio | 114.2 | 109.5 | 1,148.9 | 1,118.6 |
| Dance Magazine | 51.1 | 51.1 | 577.0 | 633.4 |
| Playbill | 71.1 | 56.9 | 581.8 | 504.4 |
| Video Magazine | — | — | — | — |
| **Total Group** | **236.4** | **217.5** | **2,307.7** | **2,256.3** |
| **% change** | **8.7%** | | **2.3%** | |
| **■ Outdoor & sport** | | | | |
| Alaska | 36.0 | 48.9 | 382.0 | 388.9 |
| The American Handgunner (6X) | 57.0 | 59.0 | 320.0 | 288.0 |
| American Hunter | 17.5 | 23.8 | 274.0 | 245.8 |
| American Rifleman | 26.3 | 26.2 | 294.5 | 277.7 |
| Bass Master (10X) A. | 72.3 | 41.3 | 699.2 | 584.3 |
| Bicycling (9X) | — | — | 1,025.2 | 817.6 |
| Ducks Unlimited (6X) | 48.1 | 40.6 | 189.4 | 217.5 |
| Field & Stream | 80.8 | 84.9 | 933.6 | 954.4 |
| Fins & Feathers A. | 24.1 | 29.0 | 175.4 | 340.2 |
| Fishing World (6X) | 15.8 | 20.6 | 201.0 | 210.8 |
| Florida Sportsman | 85.5 | 93.1 | 1,339.7 | 1,282.3 |
| Golf Digest | 79.9 | 85.7 | 1,152.3 | 1,061.5 |
| Golf Illustrated | 40.0 | 30.3 | 394.6 | 261.4 |
| Golf Magazine | 66.8 | 68.8 | 987.7 | 817.7 |
| Gun Dog (6X) | 57.1 | 59.0 | 193.3 | 181.0 |
| Guns | 48.0 | 38.0 | 476.0 | 411.0 |
| Guns & Ammo | 59.9 | 66.5 | 583.9 | 556.8 |
| In-Fisherman (6X) | 78.7 | 66.5 | 532.0 | 411.7 |
| Outdoor Life | 86.3 | 88.4 | 868.3 | 907.2 |
| Outside Magazine | 72.3 | 61.3 | 630.0 | 598.6 |
| Petersen's Hunting | 71.2 | 70.8 | 607.9 | 610.8 |
| Runner's World (12X) | 53.5 | 44.7 | 408.7 | 410.5 |
| Salt Water Sportsman | 102.7 | 78.1 | 1,280.8 | 1,118.6 |
| Shooting Times | 45.5 | 38.3 | 441.7 | 418.8 |
| Sierra (6X) | 49.4 | 45.8 | 252.5 | 238.7 |
| Ski (8X) A. | 139.9 | 168.3 | 773.8 | 793.5 |
| Skiing (7X) A. | 184.7 | 213.0 | 766.8 | 831.3 |
| Skin Diver | 110.3 | 106.9 | 1,262.2 | 1,147.8 |
| Southern Outdoors (9X) | 48.1 | 50.8 | 562.0 | 461.0 |
| Southern Saltwater (8X) | 47.9 | — | 312.6 | 224.4 |
| Sport Magazine | 32.0 | 41.7 | 394.4 | 439.8 |
| Sports Afield | 60.8 | 49.9 | 796.1 | 899.6 |
| Tennis | 64.7 | 66.4 | 842.0 | 790.0 |
| Waterski (8X) | 48.5 | 49.5 | 604.1 | 442.0 |
| Western Outdoors (10X) | 29.1 | 31.5 | 424.8 | 414.5 |
| Wildfowl (6X) | — | — | 114.8 | 89.6 |
| WindRider (8X) | 50.5 | 44.5 | 420.4 | 357.3 |
| Wing & Shot (6X) | 26.2 | 24.5 | 83.8 | 69.1 |
| World Tennis | 32.2 | 26.3 | 604.3 | 362.9 |
| **Total Group** | **2,249.2** | **2,182.8** | **22,605.4** | **20,934.6** |
| **% change** | **3.0%** | | **8.0%** | |
| **■ Photography** | | | | |
| American Photographer | 28.7 | 52.3 | 349.0 | 422.5 |
| Petersen's Photographic | 36.7 | 44.2 | 300.9 | 314.5 |
| Popular Photography | 97.6 | 105.3 | 885.5 | 842.7 |
| **Total Group** | **163.0** | **201.8** | **1,535.4** | **1,579.7** |
| **% change** | **-19.2%** | | **-2.8%** | |
| **■ Science/electronic/mech** | | | | |
| Discover | 46.3 | 51.0 | 390.9 | 486.2 |
| Home Office Computing | 55.3 | 60.6 | 470.5 | 463.6 |
| Omni | 65.2 | 86.7 | 708.3 | 671.2 |
| Personal Computing | 224.2 | 267.1 | 2,362.2 | 1,973.3 |
| Popular Mechanics | 89.7 | 90.8 | 870.2 | 923.6 |
| Popular Science | 77.2 | 89.7 | 747.4 | 777.5 |
| Scientific American | 74.0 | 72.9 | 456.6 | 496.0 |
| Spectrum | 60.7 | 77.7 | 717.3 | 725.7 |
| **Total Group** | **692.6** | **796.4** | **6,723.3** | **6,517.1** |
| **% change** | **-13.0%** | | **3.2%** | |
| **■ Woman/fashion/service** | | | | |
| Beauty Digest (6X) | — | — | 121.8 | 52.3 |
| Bride's Magazine (6X) A. | — | — | 2,420.4 | 2,101.8 |
| Cosmopolitan A. | 219.2 | 237.6 | 2,078.0 | 2,100.7 |
| Elle Magazine | 217.8 | 223.5 | 2,034.9 | 1,905.1 |
| Essence | 86.4 | 83.7 | 808.1 | 798.7 |
| Family Circle (17X) A. | 248.4 | 137.6 | 1,692.4 | 1,455.6 |
| Glamour | 171.2 | 212.0 | 1,899.2 | 2,087.6 |
| Good Housekeeping A. | 195.2 | 172.6 | 1,465.6 | 1,547.8 |
| Harper's Bazaar | 156.7 | 165.5 | 1,339.4 | 1,512.4 |
| Health | 31.0 | 48.5 | 399.9 | 492.0 |
| Imagen | 145.0 | 105.0 | 926.0 | 667.0 |
| Ladies' Home Journal | 158.1 | 147.9 | 1,238.1 | 1,159.1 |
| Mademoiselle | 152.6 | 184.0 | 1,661.0 | 1,668.4 |
| McCall's | 121.7 | 125.1 | 932.3 | 1,044.4 |
| Military Lifestyle (10X) | 60.9 | 68.6 | 513.1 | 509.8 |
| Modern Bride (6X) | 262.6 | 177.0 | 1,906.9 | 1,721.5 |
| Ms. | 34.0 | 42.5 | 346.1 | 464.4 |
| New Woman | 93.3 | 81.4 | 938.9 | 888.1 |
| Parents Magazine A. | 177.5 | 176.7 | 1,257.5 | 1,250.5 |
| Redbook | 115.5 | 121.8 | 1,102.6 | 1,113.7 |
| Savvy | 81.0 | 59.9 | 521.9 | 410.7 |
| Self | 145.3 | 132.9 | 1,174.1 | 1,133.8 |
| Seventeen | 94.3 | 122.0 | 1,331.9 | 1,378.7 |
| Shape | 61.7 | 73.1 | 787.3 | 805.5 |
| Soap Opera Digest (26X) | 36.8 | 26.3 | 276.1 | 245.5 |
| Soap Opera Update | 14.0 | — | 110.5 | — |
| Teen Magazine | 40.3 | 59.7 | 595.3 | 658.9 |
| True Story A. | 60.1 | 61.1 | 546.5 | 546.4 |
| Vogue | 328.7 | 306.5 | 3,069.6 | 3,078.9 |
| Weight Watchers | 34.3 | 32.5 | 366.9 | 344.3 |
| Woman (10X) | 43.0 | 40.0 | 386.5 | 288.4 |
| Woman's Day (15X) A. | 164.4 | 161.8 | 1,510.4 | 1,536.6 |
| Workbasket | 25.4 | 37.7 | 253.2 | 328.4 |
| Working Mother | 146.3 | 129.1 | 876.1 | 918.7 |
| Working Woman | 132.7 | 141.0 | 1,086.1 | 1,075.9 |
| **Total Group** | **4,055.3** | **3,894.6** | **37,974.4** | **37,291.7** |
| **% change** | **4.1%** | | **1.8%** | |
| **■ Youth** | | | | |
| Boys' Life | 25.7 | 21.4 | 195.9 | 179.1 |
| Campus Life (10X) | 41.5 | 46.7 | 415.8 | 439.9 |
| **Total Group** | **67.2** | **68.0** | **611.8** | **618.9** |
| **% change** | **-1.2%** | | **-1.2%** | |
| **■ Business/national** | | | | |
| Barron's | 181.9 | 258.5 | 1,989.6 | 2,440.2 |
| Black Enterprise | 81.3 | 64.5 | 856.8 | 761.4 |
| Business Month | 66.6 | 48.0 | 440.4 | 282.2 |
| Business Week (52X) A. | 476.2 | 665.6 | 4,143.4 | 4,254.0 |
| Financial World (26X) | 67.0 | 85.1 | 612.4 | 664.9 |
| Forbes (26X) | 423.4 | 512.7 | 3,176.8 | 3,380.4 |
| Fortune (26X) | 333.5 | 307.3 | 2,929.6 | 2,766.9 |
| Frequent Flyer | 60.2 | 53.0 | 529.9 | 629.3 |
| Futures | 52.1 | 82.8 | 674.6 | 698.5 |
| Inc. Magazine | 163.3 | 158.5 | 1,122.2 | 1,063.4 |
| Income Opportunities | 80.5 | 85.9 | 844.7 | 773.0 |
| Industry Week (25X) A. | 146.4 | 185.0 | 1,035.5 | 988.4 |
| Nation's Business (12X) A. | 43.9 | 35.2 | 401.4 | 385.9 |
| Venture | 91.1 | 97.5 | 645.0 | 726.0 |
| **Total Group** | **2,267.4** | **2,639.5** | **19,402.2** | **19,796.4** |
| **% change** | **-14.1%** | | **-2.0%** | |
| **■ Business/regional** | | | | |
| Advantage-Nashville's Bus. Mo. | 84.0 | 80.0 | 643.0 | 710.0 |
| Arizona Bus. Gazette (52X) | 49.9 | 79.3 | 755.1 | 832.1 |
| Baltimore Bus. Jrnl. | 111.8 | 114.8 | 948.1 | 969.6 |
| Boston Bus. Jrnl. (52X) | 98.3 | 168.7 | 1,315.0 | 1,561.0 |
| Bus. First of Buffalo | 75.5 | 94.0 | 775.3 | 722.0 |
| Bus. Jrnl.-Milwaukee | 234.8 | 252.4 | 1,661.1 | 1,483.3 |
| Bus. Jrnl.-Sacramento | 90.9 | 104.1 | 937.8 | 762.8 |
| Bus. North Carolina | 30.0 | 35.5 | 398.0 | 484.9 |
| Capital Dist. Bus. Review (52X) | 118.3 | 109.2 | 992.3 | 902.9 |
| Caribbean Business | 128.0 | 164.0 | 1,574.0 | 1,604.0 |
| Corporate Rpt. Kansas City | 20.7 | 27.3 | 223.5 | 247.3 |
| Corporate Rpt. Minnesota | 75.0 | 82.0 | 807.5 | 840.0 |
| Crain's Chicago Bus. (52X) | 139.5 | 198.0 | 1,659.0 | 1,715.0 |
| Crain's Cleveland Bus. (52X) | 81.4 | 83.1 | 818.9 | 717.8 |
| Crain's Detroit Bus. (52X) | 92.4 | 106.1 | 993.0 | 888.1 |
| Crain's New York Bus. (52X) | 57.0 | 50.0 | 575.0 | 440.0 |
| Florida Trend (13X) | 59.6 | 75.8 | 673.6 | 839.9 |
| Georgia Trend | 41.2 | 62.7 | 606.1 | 739.6 |
| Grand Rapids Bus. Jrnl. | 59.7 | 47.5 | 586.9 | 516.4 |
| Hawaii Business | 62.0 | 53.3 | 552.2 | 516.8 |
| Houston Bus. Jrnl. (52X) | 78.0 | 80.0 | 784.0 | 696.5 |
| Indianapolis Bus. Jrnl. (52X) | 163.4 | 163.5 | 1,732.1 | 1,648.3 |
| Manhattan Inc. | 82.4 | 82.0 | 715.5 | 822.5 |
| New England Bus. (20X) A. | 57.2 | 97.3 | 621.3 | 761.8 |
| New Orleans City Bus. | — | — | — | — |
| Pacific Bus. News (52X) | 113.5 | 126.4 | 1,186.0 | 1,285.7 |
| Pittsburgh Bus. Times (52X) | — | — | — | — |
| Providence Bus.News | 82.1 | 88.4 | 946.9 | 7[illegible]0 |
| Regardie's/Washington Review Publication: | 131.5 | 183.0 | 1,619.0 | 1,519.0 |
| Broward Review | 72.1 | 43.3 | 651.4 | 390.6 |
| Miami Review | 82.4 | 53.9 | 718.6 | 535.9 |
| Palm Beach Review | 77.5 | 36.4 | 637.8 | 298.8 |
| San Jose Bus. Jrnl. | 85.0 | — | 810.0 | — |
| St. Louis Bus. Jrnl. (52X) | 115.6 | 169.8 | 1,262.1 | 1,459.5 |
| Warfield Monthly Baltimore | 68.3 | 74.3 | 755.9 | 728.1 |
| **Total Group** | **2,918.8** | **3,185.9** | **29,835.7** | **28,422.2** |
| **% change** | **-8.4%** | | **5.0%** | |
| **■ National Sunday mags** | | | | |
| Parade (52X) | 59.3 | 59.1 | 620.7 | 566.1 |
| USA Weekend (52X) | 46.5 | 53.9 | 519.0 | 445.6 |
| Vista Magazine | 25.9 | 16.8 | 209.1 | 143.1 |
| **Total Group** | **131.7** | **129.8** | **1,348.8** | **1,154.8** |
| **% change** | **1.5%** | | **16.8%** | |
| **■ Newspaper Sunday magazine** | | | | |
| Boston Globe | 245.0 | 316.0 | 2,026.0 | 2,345.0 |
| Chicago Tribune | 140.0 | 131.9 | 1,208.9 | 1,195.3 |
| Cleveland Plain Dealer | 99.0 | 116.6 | 754.2 | 738.3 |
| Columbus Dispatch | 38.0 | 65.0 | 328.3 | 404.5 |
| Detroit Free Press | 52.6 | 87.3 | 537.5 | 585.1 |
| L.A. Times | 93.0 | 84.6 | 770.5 | 677.5 |
| Louisville Courier-Jrnl. | 38.0 | 75.0 | 422.0 | 603.0 |
| New York Times Mag. | 391.8 | 528.4 | 3,776.0 | 3,842.4 |
| Philadelphia Inquirer | — | — | — | — |
| Seattle Times | 94.0 | 122.0 | 806.0 | 742.0 |
| St. Louis Post Dispatch | 123.0 | 123.7 | 900.4 | 836.0 |
| Toledo Blade Magazine | 29.8 | 44.4 | 358.9 | 432.6 |
| Washington Post | 167.5 | 119.9 | 1,519.6 | 1,367.8 |
| **Total Group** | **1,511.7** | **1,814.8** | **13,408.3** | **13,769.5** |
| **% change** | **-16.7%** | | **-2.6%** | |
| **■ Weeklies/bi-weeklies** | | | | |
| The Advocate (26X) | 148.0 | 145.3 | 1,850.5 | 1,516.6 |
| Army Times Military Group: | | | | |
| Air Force Times (52X) | 174.9 | 199.2 | 1,813.0 | 1,847.9 |
| Army Times (52X) | 170.1 | 200.7 | 1,737.1 | 1,805.1 |
| Navy Times (52X) | 185.2 | 216.7 | 1,974.2 | 2,007.2 |
| The Blood-Horse (52X) | 234.6 | 378.7 | 2,977.4 | 3,692.7 |
| Capper's (26X) | 17.9 | 23.3 | 259.5 | 288.5 |
| Commonweal (22X) | 13.0 | 13.5 | 73.4 | 76.1 |
| Golf World (40X) | — | — | — | — |
| Grit (52X) A. | 23.5 | 31.5 | 316.0 | 312.3 |
| National Journal (50X) | 76.0 | 62.7 | 808.5 | 728.5 |
| National Review (25X) | 43.4 | 46.2 | 402.0 | 388.8 |
| New Republic (48X) | 52.5 | 58.5 | 469.0 | 458.0 |
| New York Magazine (50X) | 295.2 | 302.1 | 2,707.1 | 2,827.4 |
| New Yorker | 309.8 | 452.8 | 2,059.7 | 2,352.0 |
| Newsweek (52X) A. | 313.7 | 340.6 | 2,269.1 | 2,[illegible]80.1 |
| People (51X) | 497.7 | 493.0 | 3,377.9 | 3,2[illegible]4.1 |
| Rolling Stone (25X) | 182.4 | 256.3 | 1,652.1 | 1,578.8 |
| Sporting News (52X) | 60.6 | 77.2 | 568.8 | 599.7 |
| Sports Illustrated (52X)A. | 294.4 | 341.0 | 2,714.8 | 2,440.9 |
| Time (52X) A. | 313.9 | 324.1 | 2,290.8 | 2,193.8 |
| Travelhost (52X) C. | 3,280.0 | 3,226.0 | 35,756.0 | 35,290.0 |
| TV Guide (52X) A. | 372.8 | 360.8 | 3,170.9 | 3,399.8 |
| US Magazine (26X) | 64.7 | 57.4 | 590.5 | 546.1 |
| U.S. News & World Report (50X) A. | 196.1 | 216.9 | 1,659.5 | 1,525.1 |
| **Total Group** | **7,320.5** | **7,824.3** | **71,497.8** | **71,509.4** |
| **% change** | **-6.4%** | | **0.0%** | |

NOTES: (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. All figures represented in this table are supplied by the magazines. AD AGE makes no attempt to verify them and therefore is not responsible for inconsistencies or errors.